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LEATHER SHOES

ESTABLISHED 1890

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By

THE RUMPF PUBLISHING CO.
(Formerly Hide and Leather Publishing Co.)
300 WEST ADAMS STREET
CHICAGO 6, ILLINOIS
PHONE—CENTRAL 6-9353

BRANCH OFFICES

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LEATHER and SHOES, The International Shoe and Leather Weekly, published weekly (one additional issue during February, May, August, November and December) by The Rumpf Publishing Co., 300 West Adams St., Chicago 6, Ill. Cable address: HIDELEATH. Subscription price: United States, \$5.00; Canada, \$6.00; Foreign, \$7.00. Single copies, 15c; back copies, 30c. Entered as second class matter Jan. 19, 1948, at Chicago, Ill., under Act of March 3, 1879. Additional entry at Pontiac, Illinois, pending.

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Decrease price 6-8 percent

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Switches in Eastern Division

QM AWARDS SOLE STRIP CONTRACTS

Three firms share in order

ELECT BOGUTZ GUILD PREXY

INTERNATIONAL INTRODUCES NEW LINE

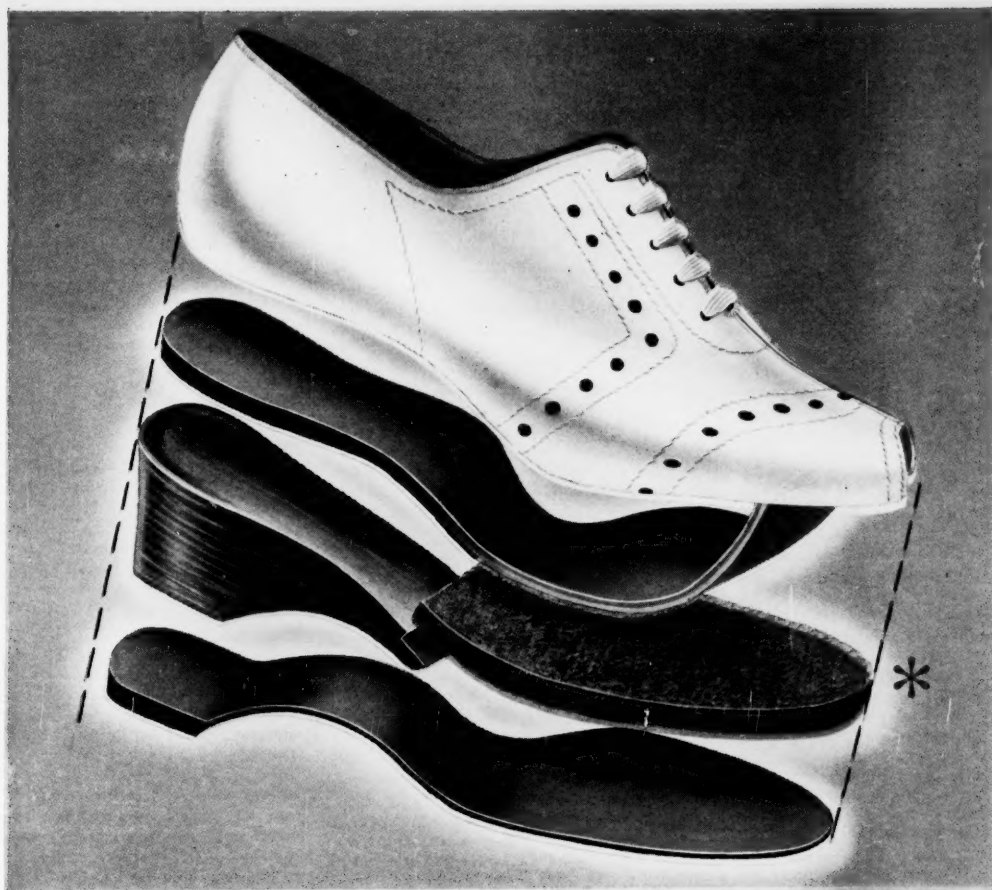
New line called "Accent"

ARGENTINE HIDE STOCKS LOWER

Total holdings 800,000 hides

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HOW JOHNSON-STEPHENS & SHINKLE USE CUSHION CORK to add extra resilience to their Rhythm Step "Roadway"

* The diagram above shows how Johnson-Stephens & Shinkle of St. Louis use Cushion Cork to add extra resilience to their Rhythm Step "Roadway" shoe. A half-platform of Armstrong's Cushion Cork is joined to a wood wedge heel. This unit then is covered and attached to the insole and upper. Finally, the sole is attached.

The Cushion Cork platform used in the Rhythm Step is a full quarter-inch thick. It gives this shoe far greater resilience and flexibility than would be possible with a conventional platform material.

The Cushion Cork built into Rhythm Step shoes is a combination of springy cork particles and a sponged binder. This produces a material that flexes readily, yet supports the foot gently and firmly. It also helps insulate against heat, cold, and dampness.

Add the extra comfort and flexibility of Cushion Cork to your shoes. Ask your Armstrong representative for working samples and additional information. Or write to Armstrong Cork Company, Shoe Products Department, 8804-A Arch Street, Lancaster, Pa. Available for export.



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BOX TOE MATERIALS • FLEXICORK • FILLERS • CUSHION CORK • CORK COMPOSITION

EDITORIAL

It Still Takes Money

THERE is a strange, mass psychological phenomenon rapidly changing the inherent character of the American economy. First it was "profits." Up until recently they were regarded as a normal and wholesome adjunct of business, the dynamic motivating force of our economic growth. Then the pseudo-liberals, the phonies and the gullibles applied a mass propaganda attack that tended to make profits and prostitution virtually synonymous terms.

Now a second inherent factor of the American economy—speculation or risk investment—is under a similar attack. The idea is to put speculation into disrepute, to make it synonymous with "Wall Street," to associate it with shady dealings and illicit manipulations. This has long been a favorite propaganda tool of the Commies, whose sucker list among the American public—including politicians, self-acclaimed liberals, economists, business men, labor leaders and ordinary citizens—is amazingly large. As a result, the American free enterprise economy is walking into serious trouble.

Ever since our free enterprise system has been in operation there have been two principal ways for business to raise money for expansion or new venture purposes: to go in debt by borrowing from banks or issuing bonds; or to sell an equity interest in the business by issuing stock. Banks, because they are handling other people's money, cannot invest in risk ventures. So business has logically turned to ordinary citizens for the needed capital. And so we have stockholders.

But on the American economic scene new stockholders are becoming rarer than Republican presidents. Consequently we are gradually approaching a state of economic crisis where business, to expand or enter new ventures, must extract abnormally high sums from its own resources, or go into debt by borrowing heavily from banks. In both instances its position is weakened, as every business needs cash resources to operate.

Before the war, less than one third of new capital was raised via bank borrowing or notes. But in 1945 it was 48 percent; in 1946, 58 percent; in 1947, 73 percent; in 1948, around

84 percent. This year it will be even higher.

Those are significantly ominous statistics. Never in the history of America has the need for capital expenditures, based on necessary economic and industrial growth, been greater. In the boom year of 1929 industry spent \$13.5 billions in capital expenditures. But in 1946 it was \$14 billions; in 1947, \$18 billions; in 1948, \$19 billions. It is estimated that over the next three years industry must spend over \$50 billions more to expand and re-equip itself to keep pace with expanded demands and needs. For instance, since 1929 our population has increased by 20,000,000, our labor force by 12,000,000. One type of growth has to be matched by another.

Now, business simply cannot go on financing its own expansions or new ventures. There is a limit to the debts it can soundly incur. And there is a limit to its own cash resources. We have just about reached that limit. Now industry must seek out risk capital, speculative investment money.

The outlook is not optimistic—unless business re-evaluates its future and re-creates a faith in the dynamics of free enterprise. Taxes on above-average incomes—the former source of most investment capital—have slashed such incomes to the bone, removing surpluses that would ordinarily be risked in business enterprises. With an operating expense account of over \$40 billion the government has no intention of cutting taxes. With these former investors eliminated from the new capital list,

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where will business and industry turn for necessary capital?

From the general public, the average workingman—the butcher, the baker, the candlestick maker. In the past ten-fifteen years we have had a gradual redistribution of wealth. We are still an enormously wealthy people with equally enormous investment capital *potentially* available. The stupendous problem confronting business and industry is to create a consciousness of investment values with the general public that has been made to believe that "speculation"—that is, simply risking their capital for profit—contains some evil connotation.

Yet, ironically, it is this same public which each year spends \$15 billions in gambling alone; spends around \$25 billions for recreation, toiletries, liquor and cosmetics. It is this same public that has over \$9 billions in savings (compared with only \$4 billions in the fabulous year of 1929). On the other hand, to keep our growing economy in a healthy free enterprise state we need only \$7 billions annually in investment or risk capital.

It is nevertheless going to be a tremendous task to raise this capital from this new potential class of investors. Business firms seeking new capital will not only have to compete with other firms also seeking capital from a smaller number of people willing or able to invest, but will have to compete with such attractive investments as government bonds, savings banks, insurance, in addition to the ever-present parade of new luxuries aiming to lure the consumer dollar.

Let American business and industry fail to attract new investment or risk capital and it shall be confronted by the frightful threat of economic stagnation. As new consumer demands are created but insufficient free risk capital is available to make the goods to meet these demands, we reach the "logical" point where government must step in to "take up the slack" or fill the gap left by industry. And here tolls the bell for socialism.

It has happened—and is happening—in other countries. In most cases it sort of sneaks up unobtrusively on an economy. And before businessmen know what has hit them they are working more for the government than for themselves.

Therefore, businessmen better start facing the old fact that it still takes money to run a business and launch new ventures. And the new fact that the old financial reservoirs are running dry.



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ROBERT J. CLEMENTS, PAUL GARDENT, WM. TEMPLER, JR., *Eastern Sales Representative*

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NEWS

St. Louis Sold Fifth of Nation's Footwear in '48

If the entire population of Denver, Col.; Atlanta, Ga.; or Columbus, O.; were suddenly stricken shoeless, the St. Louis shoe industry could provide each person with some sort of footwear from a single day's output and have pairage to spare.

This was the observation of Franklin J. Cornwell, past president of the St. Louis Shoe Manufacturers' Assn. and manager of the Brown Franchise Stores Division of Brown Shoe Co. in an article published in advance of the third annual fall showing on the association April 27-30.

During 1948, St. Louis produced approximately one-fifth of the nation's shoe output. Shoe factories in the Eighth Federal Reserve District, almost exclusively St. Louis-owned, turned out an estimated 95,700,000 pairs of shoes, as against a total national production of 462,600,000 pairs. The 31 member firms of the Association (including International Shoe Co., largest in the world) accounted for 91,000,000 pairs alone—enough to put St. Louis brands on the feet of three out of every five persons in the country.

Steady Growth

Cornwell stated that steady and consistent growth has brought the current total of factories operated by members of the St. Louis Shoe Manufacturers' Assn. to 136 plants. In the last 10 years, the area's production has increased 59 percent in pairage, a gain that brought its share of the national up from 15 percent in 1938 to 20 percent in 1948.

Despite its stability, the market is today one of the world's most versatile. Last year, 44 percent of its production was devoted to women's footwear, 37 percent to children's, 19 percent to men's. In addition, it turned out considerable numbers of work shoes, playshoes, high styles and staples.

The area is particularly strong on children's shoes. A recent estimate showed that one-third of the nation's juvenile footwear is made in St. Louis and area. Typical of this specialization is the case of one firm which boasts a production of 12,000 pairs daily on babies' and infants' shoes (sizes 1-6) exclusively.

Rising Style Center

With style more important than ever in shoe merchandising, St. Louis firms have taken aggressive steps in styling that have already given them an acknowledged fashion reputation. An outstanding example of this is the new course in shoe design at the St. Louis School of Fine Arts at Washington University, developed and sponsored by the association.

Manufacturers in the area are fully aware that volume and style are not the whole story. Without promotion, each would lose its impact. Although 1948 advertising figures are not yet available, St. Louis shoe manufacturers showed an advertising budget of \$5 million in 1947. 1948 figures are expected to equal this figure. In a brand-conscious era, St. Louis emerges as the top branded market with 72 nationally-advertised brands. These brands are promoted heavily

Douglas Cuts Men's Prices

W. L. Douglas Shoe Co., Brockton, Mass., has lowered factory prices on its men's shoe lines an average of 6-8 percent. Marshall Stevens, vice president and general manager, revealed this week. The announcement was made during a sales force meeting held in Brockton this week.

The new line will contain two grades instead of four and will be available about April 15 for both immediate and fall delivery.

through newspaper, magazine, and radio advertising. In 1947, the two brands backed by the greatest total consumer advertising expenditure were both St. Louis made. Of the seven leading brand name advertisers of women's shoes in national consumer magazines, five were from this market. Of the four leading advertisers of men's shoes, two were St. Louis brands. In the children's field, St. Louis took top honors with the three lead positions among advertising firms.

Another first for St. Louis is its shoe export volume. International Shoe and other companies export considerable pairage to Alaska, Hawaii, Puerto Rico, the Caribbean countries, Central America, Canada, the Philippine Islands, Iceland, South Africa and the Scandinavian countries. The recent Mexican embargo on U. S. footwear imports blocked an important market.

More than 75 percent of the St. Louis export business is done in open account. The remainder is transacted by sight drafts or cash with order (in full or partial payment).

International Shoe Reveals Eastern Personnel Changes

Changes of supervisory personnel employed in the Eastern Division of International Shoe Co. have been made within the past few days as a result of recent plant closings in New Hampshire. LEATHER AND SHOES learned this week.

F. M. Brisson, foreman at the Lake factory in Nashua, N. H.; J. J. Charest, foreman of the Byron plant; P. J. Wright, foreman of the Newport plant; and L. M. Ochs, foreman of the style and pattern department in Manchester, have retired. No announcement has been made concerning their successors.

The company recently announced the permanent closing of its Byron plant in Manchester, the Bristol factory, and part of its Newport plant. (L&S, March 19). The Byron plant manufactured girls' welts and shoe uppers were turned out at Bristol. Only the women's cement shoe unit was shut down in Newport with the women's slip lasted unit continuing operations. The three plants employed a combined total of close to 500 workers.

James Blair, former superintendent at the Bryon plant, has been named superintendent at the Lake factory replacing Raymond P. Reilly who assumes his former duties as office manager. Emile Soucy, until recently quality shoe maker in charge of the

Eastern stitching rooms at Manchester, has been transferred to the same position in the Juvenile Division in St. Louis.

Machinery of the Bristol plant will shortly be dismantled and returned to Manchester, it was also learned. In addition, the sole and heel departments located at Manchester will be closed within the next few weeks. Reports of other department closings have not been substantiated.

Elect Bogutz Guild Prexy

Albert H. Bogutz, president of Newton-Elkin Shoe Co., New York City, has been elected president of the Guild of Better Shoe Manufacturers. Bogutz was the first president of the Guild upon its formation in 1944, as a director of the National Shoe Manufacturers Assn., and received a fashion award for design from the Philadelphia Art Museum in Oct., 1947.

John L. Jerro of Jerro Bros., treasurer since 1944, was re-elected and Louis Sachar, M. Wolf Sons, Inc.; Irving E. Grossman, I. Miller & Sons, Inc.; Benjamin D. Schwartz, Schwartz & Benjamin, Inc.; Joseph Starr, Mackey-Starr, Inc.; and John Marino, John Marino, Inc., were named directors. Sachar was the Guild's most recent president.

USWA May Seek To End Escalator Clause

The United Shoe Workers of America, CIO, may shortly ask that the automatic cost-of-living wage clause, contained in contracts with several shoe manufacturers, be abandoned. LEATHER AND SHOES learned this week.

Workers at the Selby Shoe Co., Portsmouth, O., members of USWA local 117, voted last week to discontinue the escalator wage agreement now in effect at the company. Under the agreement, wages automatically rose or fell with changes in the cost-of-living index.

With prices declining and taking living cost indices with them, union officials are reported reconsidering the escalator clause. Wages of approximately 11,000 Brown Shoe Co., St. Louis, employees were cut April 4 after a drop in the cost-of-living index for the three-month period ending Jan. 31. Other cuts at Brown Shoe and International Shoe Co. will automatically take effect if the cost-of-living index continues to fall.

LEATHER AND SHOES' Washington correspondent discussed the escalator situation this week with officials of the union and learned that no official union position as such has yet been

formulated. No definite stand will be taken until after the coming meeting of the union executive board on May 2, at which time a successor to the late president Rocco Franceschini will be elected.

Inquiry showed a division of opinion among union officials. Some believe that the escalator clause should be ditched as soon as possible. Others argue that the clause ought to be retained, at least temporarily, until the threat of inflation is definitely ended.

Union spokesmen stressed that the action of the Selby union in voting an end to the clause in no way indicates

officially that a major change of policy has developed in top union levels . . . at least, not until after the May 2 meeting. They admitted, however, that they were studying a program to abandon the clause in all contracts containing it. Contracts with Brown and International do not come up for several months.

Meanwhile, officials are keeping close tabs on the developments at the United Auto Workers at General Motors where workers met with a wage decrease recently because of the escalator clause. The UAW is expected shortly to demand revocation of the clause.

30th Anniversary for Ocean Leather Corporation Exclusive Tanners of *Shark Leather* FOR THE SHOE INDUSTRY



The Ocean Leather Corporation (the only tanners of Shark Leather) have pioneered exclusively during the past three decades in the development of Shark Leather. The acceptance of Sharkskin into the American family of leathers during the past thirty years has been of outstanding importance, particularly in its use for Shark Tip Shoes. This acceptance has been won the hard way: by doing a fine job in the toughest spot where leather is used.

OLCOTROP	Shark	} For The Famous Shark Tip Shoes
CARIBBEAN	Shark	
EASTERN	Shark	} FOR SHOES — LUGGAGE BILLFOLDS — STRAPS FINE LEATHER GOODS
CUBAN	Shark	

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Ocean Leather Corporation
NEWARK, NEW JERSEY

QM Awards Sole Strips

Three awards were announced this week by the New York Quarter-master Purchasing Office on QM-30-280-49-1077 covering a directive quantity of 30,000 lbs. leather sole strips, 13" wide. Awards were as follows:

	Pounds	Price
Morris Feldstein Son, Inc.	5,000	.735
New York City	5,000	.745
Saturina Shoe Products Co.	5,000	.765
Brooklyn, N. Y.	7,500	.765
Alvin Leather Co.	7,500	.749
New York City 7		

76 St. Louis Firms

To Show 8000 New Patterns

A total of 76 exhibiting firms, including shoe and allied lines, from the St. Louis area will show more than 8000 new fall patterns in men's women's and children's shoes at the Third Fall Showing of the St. Louis Shoe Manufacturers Assn., according to Arthur H. Gale, association secretary. Close to 2000 shoe buyers are expected to attend.

Exhibiting firms will occupy 172 sample rooms in the Hotels Statler and Lennox, shoe headquarters, Gale revealed this week. Many manufacturers plan to extend their showing to factory sample rooms. Because of limited hotel facilities and prior convention commitments, exhibitors are restricted to firms in the St. Louis area.

Featuring the many show attractions is a half-hour television shoe fashion show for visiting shoe buyers. The program will be presented under the direction of Betty Jones, International Shoe Co. stylist, over KSD-TV at 5:30 p.m., April 27. It marks the first use of video to carry shoe styles to visiting buyers and will feature men's women's and children's fashions for fall, together with coordinated ready-to-wear.

Many individual firms will present fashion shows for their salesmen and customers, Gale said. A new St. Louis

line, Delmanettes, styled by Herman Delman and produced by Hamilton Shoe Co. will be presented at a luncheon show April 27.

Navy Asks Glove Bids

The Navy Purchasing Office, New York City, has issued the following invitations to bid:

Invitation No. 4510 covering 2300 pairs of black slip-on leather lined gloves, pattern cut of South African Cape or Cabretta Leather, 100 percent wool. Bids will be opened publicly at 10 a.m., May 6.

Invitation No. 4504 covering 4000 pairs grey suede dress gloves, one-clasp, regulars. Gloves shall be in strict accordance with Bureau of Supplies and Accounts Specification 55G8. Bid opening is April 20 at 10 a.m.

Int. Shoe Introduces New Accent Shoe Line

International Shoe Co., St. Louis, will make its first important entry into the "increasingly important \$8.95 field" of women's nationally advertised footwear when it introduces a new line of shoes at the fall showing of the St. Louis Shoe Manufacturers Assn., April 27-30.

The company announced this week that it will present to the trade the opening line of Accent shoes made by Accent Shoe Co., a new sales division. The new line has been in the planning and preparation stages for more than a year.

Accent Shoe Co. replaced the Jefferson Shoe Co. as one of International's 14 sales divisions. Jefferson formerly made unbranded shoes priced at \$8.95 for dress and \$6.95 for casuals. Edward T. Jones, former head of the discontinued Jefferson branch, is general manager of the new Accent division.

The opening line will present about 30 patterns including cement soles

with and without platforms, half slip lasted and full slip lasted with wedge heels, according to Jones. All colors and materials important in volume fashion will be shown.

Accent shoes will be strongly backed by national advertising and a well-defined dealer promotion plan. Jones stated. "It is our opinion that the \$8.95 field offers an opportunity for a fashion line giving top value through volume selling supported by national promotion," he added. We intend to combine these factors in building the market for Accent shoes.

The name "Accent" was selected for the new line on the basis of interest and distinctiveness, and for its adaptability to promotions of all types—fashion, color and coordinated accessory themes. First showing will be in Rooms 801-804 of the Lennox Hotel during the St. Louis show.

Argentine Hide Stocks Decline; Exports Rise

Exports of Argentine cattle hides during the first two months of 1949 were 20 percent above those of the corresponding period a year ago, the Argentine Embassy in Washington reports. At the moment, there are only 800,000 hides available for export in the country.

In Jan. of this year, Argentina exported 1,050,081 salted and dry hides while 540,283 hides were exported in Feb., making a two-month total of 1,590,634 hides as compared with 1,320,670 hides exported in the same period of 1948. None of these went to the U. S., the report states, although the U. S. received 217,778 hides from Argentina during 1948.

However, the U. S. bought 164,300 lbs. of leather from Argentina in Jan. and another 31,100 lbs. in Feb. In addition, it purchased 540 bales of sheepskins and a small quantity of goatskins in Feb. of this year.

Shoe and Slipper Production By Types: January, 1949

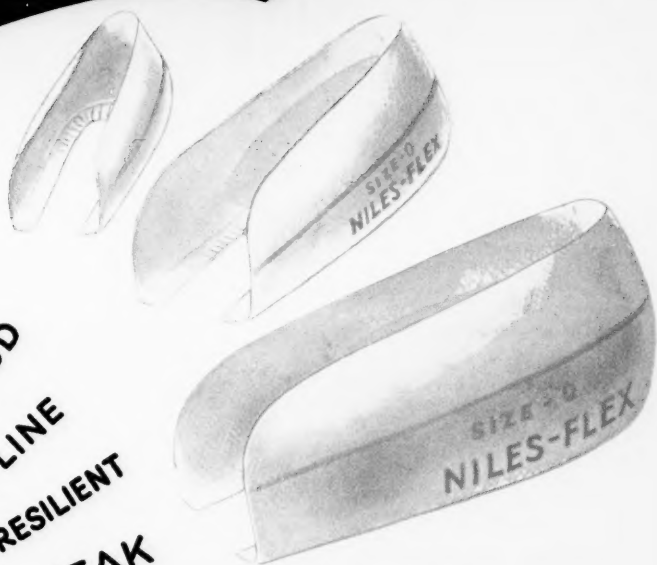
Kind of footwear	Total	All-leather uppers (thousands of pairs)				Part-leather uppers (thousands of pairs)				Non-leather uppers (thousands of pairs)			
		Rubber or rubber composition soles				Rubber or rubber composition soles				Rubber or rubber composition soles			
		Total	Leather soles	Other non-leather soles		Total	Leather soles	Other non-leather soles		Total	Leather soles	Other non-leather soles	
Shoes and Slippers	36,888	33,289	20,598	12,058	633	729	273	312	144	2,870	774	1,198	898
Men's	9,427	9,198	5,688	3,454	56	51	30	21	...	178	69	11	98
Youths' and boys' ..	1,220	1,200	186	1,009	5	20	8	...	12
Women's	17,815	15,100	9,917	4,810	373	482	222	127	133	2,233	589	1,143	501
Misses'	2,648	2,409	888	1,442	79	156	7	139	10	83	31	6	46
Children's	2,534	2,335	1,143	1,107	85	33	7	25	1	166	49	36	81
Infants'	2,099	2,041	1,808	215	18	7	7	51	25	2	24
Babies'	1,145	1,006	968	21	17	139	3	...	136

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FIRM SIDE WALL
ONE PIECE-NOT LAMINATED
HUGS THE WOOD
TRIM TOP LINE
FLEXIBLE-RESILIENT
NON-SQUEAK
SOLID SEAT



...and assures you
the ultimate quality
plus beautiful footwear

VAN HORNE-KAESTNER LEATHER CO.

1911 SOUTH ALLIS ST., MILWAUKEE 7, WISC.

highest figure since 1939. However, it is not considered likely that such a total will be reached this year. During the last several months, the number of animals shipped to the stockyards has been steadily declining as producers are dissatisfied with current prices.

The report concludes that the situation may be changed if the Argentine Govt. is able to obtain a satisfactory price for its meat in a new agreement being negotiated with Great Britain.

Acme, Columbia Reveal New Eastern Agreement

Acme Backing Corp., and Columbia Combining Co., Inc., both of Brooklyn, N. Y. have announced a new Eastern territory working agreement in the manufacture and distribution of backing materials. In the future, Columbia will manufacture backing materials for the shoe, handbag, leather goods and novelty industries in the East. Acme technical and sales staffs will supervise.

The shift of combining operations from Acme to Columbia will permit the former to concentrate on the allied trades. Acme also plans to expand its coating and laminating service to wider, specialized fields such as industrial packaging and military needs. The firm manufactures backing cloth, lining stock, perforation material, metallic fabrics and other specialties.

The Columbia Co., has enlarged its plant facilities and added new equipment to meet expanded production requirements. St. Louis affiliates of both firms will continue to handle Mid-western production and there is no change in financial structure.

Jan. N.E. Output Down 10%

The New England shoe states, Massachusetts, Maine and New Hampshire, produced a total of 11,574,000 pairs of shoes during Jan., a drop of 10 percent from Jan., 1943, the New England Shoe and Leather Assn. reports.

During this period, the following changes in output were recorded: Mass.-13.1, New Hampshire-6.1, Me.-5.5 percent. Value of shoe shipments was set at \$41,575,000, with a per pair average value of \$3.54.

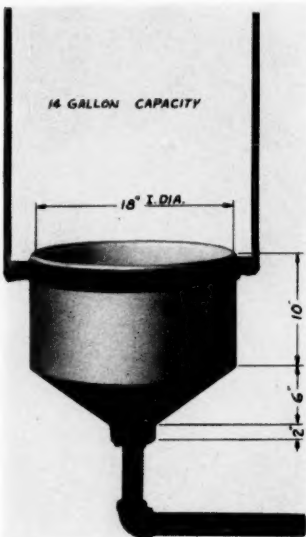
The Mass. shoe industry employed approximately 38,267 workers during Jan. and paid them average total weekly wages of \$1,442,685. This represented an increase of 11 percent in employment and 13.5 percent in payrolls from the same month a year ago.

Total national shoe industry employment during the month was 237,000 workers, an increase of 1.9 percent from Dec., 1943 when 232,700 workers were employed. Estimated weekly payroll in Jan. totaled approximately \$8,278,959, a gain of 3.1 percent. The Jan. figures represented a decrease of 7.4 percent in employment and 9.2 percent in payrolls over the same month last year.

New Feed Box For Tanning Drums

Chas. H. Stehling Co., Milwaukee tanning machinery manufacturer, has announced the development of a new 14-gallon, porcelain-lined cast iron feed box, designed for feeding liquors and colors into the gudgeons for tanning drums.

The white porcelain allows obser-



vations of dirt or residue of dye colors in the funnel, thereby avoiding danger in mixing of colors.

The pipe is threaded into a bronze fitting which withstands all the different acids. If the pipe corrodes it can be replaced without trouble, it not being necessary to remove the feed box. The box is held by two half straps with two rods which can be attached to the ceiling or some overhead structure. The feed box weighs 75 pounds, is claimed to have an indefinite life.

Brazil Speeds Payments

The Brazilian Govt. has ruled that all pending import dollar collections will be paid off by national banks in chronological order. The new ruling

provides that Brazilian banks are no longer required to turn over 75 percent of their dollar credits to the Bank of Brazil.

The banks formerly were allowed to retain only 25 percent of their dollar credits against impending collections.

In the future, pending collections will be registered at the Exchange Control in Rio de Janeiro which in turn will allocate dollar credits according to the date of imports.

Previously, many banks were paying illegal premiums to exporters in order to obtain a larger part of available export bills. The result was a considerable diversity in the credit status of Brazilian banks. Many, such as the Bank of Brazil, were able to keep fairly well abreast of import collections while others fell far behind in payments.

A report compiled by the Federal Reserve Bank of New York entitled "Export Credit Information on Latin American Countries" and based on reports on 12 New York City banks finds that outstanding collections in Brazil amounted to \$57,000,000 at the end of Dec., 1943. Exports from Brazil to the U. S. during Dec. totaled \$62,200,000 with monthly average in 1943 set at \$42,300,000.

Hides and Skin Report

Production of Porto Alegre frigorifico hides during Jan. and Feb. was sold to England. Prices at the beginning of March were quoted at 29c per pound and at 28 1/2c, c & f, landed weight, at the end of March. For the time being, producers of this type of hides have nothing to offer.

Saladeiros (small packers) are reported to have sold very little of their current production and a stock of 10,000 saladeiro ox hides is said to be available in the Bage district. Present quotes run around 29c with European buyers reported offerings less and finding no takers.

Until recently, the saladeiros had slaughtered steers only but cow slaughter will begin sometime in April and cow hides will be available toward the Middle of May. Total saladeiro slaughter will amount to 200,000 head.

In Central Brazil the slaughter season has not yet started due to high steer prices. Ordinarily, the season begins at the end of Jan. and lasts until June. A new Govt. decree is expected allowing farmers to raise the price of cattle 15 percent.

Sheepskins are extremely scarce with prices running around \$1.50 per skin without wool. Because of high wool prices, farmers delayed their



Official
Boy Scout Shoe

Styled by

BROWN
SHOE CO.

Made of **Hampton**
Boarded

A LEATHER BY
Greenebaum

For rugged individualism in leather tannages our full chrome Hampton Boarded has a sturdy yet sleek appearance as typified in the Official Boy Scout shoe shown above.

Considered as specification for Garrison shoes and for all brogue shoes for town and country wear.



J. GREENEBAUM TANNING COMPANY

FOUR TANNERIES IN CHICAGO AND NEWARK

Main Office 3627 N. Broadway St., Chicago. Eastern Office 129 South St., Newark. Cable Address "Greenebaum"

sheep slaughter. As a result, pigskin prices are holding firm and pigskin tanners expect to take over a part of the lining market that cannot be handled by sheepskin tanners. Shoe manufacturers, to date, have resisted the substitution.

Brazilian tanners are experiencing the familiar squeeze with raw material prices continuing high and shoe manufacturers refusing to place large orders at present prices.

Wattle Bark Export

In the past 15 years, some 60-80 million wattle trees have been planted. About a year ago, four wattle extract factories were erected and two of these are presently producing liquid

syrup. The remaining two are expected to begin production of solid mimosa extract or powdered extract before the end of this year.

Although the quality of the extract is still below the South African standard, Brazilian producers feel this will improve shortly and that Brazil will soon be a large exporter of both liquid and solid extract.

Feb. Retail Sales by City

Retail shoe sales in New York City during Feb. were three percent less than in the corresponding month a year ago and 22 percent less than in Jan., 1949, the Bureau of the Census, Dept. of Commerce reports. Combined sales for the first two months

of the year were, however, three percent greater than in the same period last year.

In Philadelphia, retail sales were 11 percent less than Feb., 1948, 13 percent less than in Jan., 1949, and seven percent less for the two-month period. Pittsburgh sales showed a gain of eight percent over Feb., 1948, a drop of nine percent from Jan., and a 12 percent increase for the Jan.-Feb. period.

Hartford, Conn., was the only reported New England city. Sales were off 15 percent in Feb. from a year ago, 20 percent from Jan., and six percent for the two-months period.

In Baltimore, sales were down two percent from last Feb., 18 percent from Jan., and three percent for Jan.-Feb. In Washington, D. C., they dropped five percent, 17 percent and four percent respectively.

Chicago showed a 12 percent decrease from last Feb., a drop of 19 percent from Jan., and a one percent decrease for Jan.-Feb. Detroit was down three and 16 percent but showed a gain of three percent for the two months. Cleveland reported drops of two and 19 percent with a four percent gain for the two months.

Milwaukee sales fell 12, 24 and eight percent respectively and Youngstown, O., reported drops of four, 10 and three percent. In Los Angeles, sales were down 12, 20 and 13 percent. San Francisco reported drops of 16, 43 and seven percent, and Seattle sales fell 10, 11 and 20 percent.

Graton & Knight Plans Million Dollar Tannery

A million dollar tannery with a weekly capacity of 6000 hides will be erected at Albany, Ga. by the Dixie Leather Corp., subsidiary of Graton & Knight Corp., Worcester, Mass. The announcement was made by Arthur A. Williams, president of Graton & Knight, at the annual meeting of stockholders and directors.

"We don't want our eggs in one basket any longer," Williams said. "When we sell goods, we want to deliver, so we plan to duplicate our Worcester production facilities at our Georgia plant."

The Dixie Co. was organized in May 1947 and has been manufacturing textile leathers. Production facilities will be expanded to include belting leathers, packings, shoe findings, wetting and textile items.

Williams explained that production hit a snag during an 18-weeks strike last summer and many customers ("News" continued on page 62)

Coming EVENTS

April 24-25, 1949—Tri State Shoe Show, Hotel Statler, Buffalo, N. Y.

April 27-30, 1949—St. Louis Shoe Show, St. Louis Shoe Mfrs. Assn., Hotel Statler and other hotels, St. Louis, Mo.

Michigan Monthly Shoe Show, Hotel Statler, Detroit—May 1-3, June 5-7, July 10-12, Sept. 11-13.

May 1-4, 1949—Advance Fall Showing, Southeastern Shoe Travelers, Inc., Sheraton Bon Air Hotel, Augusta, Ga.

May 2-6, 1949—Guild of Better Shoe Manufacturers Showing, New York City.

May 2-13, 1949—British Industries Fair, Earls Court and Olympia, London, and Castle Bromwich, England.

May 8-10, 1949—Spring Show, Iowa Shoe Travelers Assn., Des Moines, Ia.

May 8-11, 1949—Fall Shoe Show, Southwestern Shoe Travelers Assn., Adolphus Baker and Southland Hotels, Dallas, Texas.

May 11-13—Grand Rapids Shoe Fair, Pantlind Hotel, Grand Rapids, Michigan.

May 14-18, 1949—Mid-Atlantic Shoe Show, Middle Atlantic Shoe Retailers Assn. and Middle Atlantic Shoe Travelers Assn., The Benjamin Franklin, Philadelphia, Pa.

May 16-17, 1949—Spring Meeting, Tanners' Council of America, Inc., The Cavalier, Virginia Beach, Va.

May 21-28, 1949—24th annual National Foot Health Week, National Foot Health Council.

May 23-24—National Hide Assn. Annual meeting, Brown Hotel, Louisville, Ky.

May 23-26—Popular Price Show of America, Hotels New Yorker and McAlpin, New York. Sponsored by the National Assn. of Shoe Chain Stores and the New England Shoe and Leather Assn.

May 30-June 10, 1949—Canadian International Trade Fair, Toronto Exhibition Grounds, Toronto, Canada.

June 5-7—Fall Shoe Show, Indiana Shoe Travelers' Assn., Inc., Severin Hotel, Indianapolis.

June 6-9, 1949—Semi-Annual Shoe Show, Boston Shoe Travelers' Assn., Parker House, Boston, Mass.

June 13-18, 1949—National Luggage & Leather Goods Week, sponsored by Luggage and Leather Goods Manufacturers of America, Inc.

June 26-28, 1949—Second annual State of Maine Shoe Show, Bangor House, Bangor, Me.

June 22-24—ALCA Convention Monmouth Hotel, Spring Lake, N. J. Spring Lake, N. J.

July 24-27, 1949—Baltimore Shoe Club Show, sponsored by the Baltimore Shoe Club and Baltimore Chamber of Commerce, Lord Baltimore Hotel, Baltimore, Md.

Aug. 8-12, 1949—National Luggage and Leather Goods Show, sponsored by Luggage and Leather Goods Manufacturers of America, Inc., Hotel New Yorker, New York City.

Sept. 7-8, 1949—Official Opening of American Leathers for fall, Waldorf-Astoria Hotel, New York City. Sponsored by Tanners' Council.

Sept., 1949—Child Foot Health Month, National Foot Health Council.

Oct. 31-Nov. 3, 1949—National Shoe Fair, Chicago, Ill.

Nov. 3-4, 1949—Annual meeting Tanners' Council of America, Inc., Edgewater Beach Hotel, Chicago, Ill.

Nov. 6-9, 1949—Advance Spring Showing, Southeastern Shoe Travelers, Inc., Sheraton Bon Air Hotel, Augusta, Ga.



SMOOTH PERFORMANCE

Calcofast ❁

BROWN MF—A Copper Shade

BROWN FN—A Dark Neutral Shade

OLIVE BROWN G—An Olive Drab Shade

The CALCOFAST* BROWNS offer greater light fastness and more level dyeing of leathers than is possible with ordinary dyes. They are outstanding in their ability to maintain level dyeing qualities at very low percentages, in the presence of syntans, for the production of pastel shades.

While the most important use for CALCOFAST BROWNS is on either chrome or chrome retan leathers,

they are also effective on straight vegetable tannages.

When used on grain leather, there is a slight penetration; with suedes the penetration is complete. The

CALCOFAST BROWNS are applied by methods ordinarily used in the application of acid dyes.

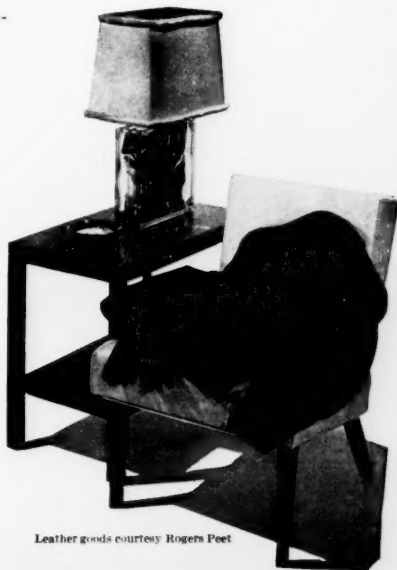
*Trademark



AMERICAN Cyanamid COMPANY

CALCO CHEMICAL DIVISION,
Bound Brook, New Jersey

New York • Chicago • Boston • Philadelphia • Charlotte • Providence



Leather goods courtesy Rogers Peet



CARR

Suede

CARR LEATHER CO. 67 SOUTH ST. BOSTON 11, MASS.

Shoes

ST. LOUIS:

THIRD ANNUAL SHOE SHOW

A CONSERVATIVE estimate of 2,000 shoe buyers are expected to attend the third annual shoe show, and the first to be held since the war, under the sponsorship of the St. Louis Shoe Manufacturers Association, April 27-30. This show is restricted to shoe manufacturers and allied industries in the St. Louis area. Reservations for display rooms have been received from 76 shoe manufacturers and 12 allied industry exhibitors.

Original plans called for exhibitors to be housed in the Statler, Lennox, Mayfair, DeSoto and Mark Twain hotels, but the advance reservations for sleeping rooms has been so heavy that it was decided to confine the display rooms to the Statler and Lennox.

Registration desks will be open from 9:00 a.m. to 5:00 p.m. daily in both hotels during the show. These two hotels, the Statler and Lennox, are situated directly across from each other on Washington Avenue in downtown St. Louis.

Mayor Alois P. Kaufmann of St. Louis has officially proclaimed the week of April 25-30 as "St. Louis Shoe Week" and the leading merchandise men from St. Louis shoe departments and specialty shops have entered into the spirit of the week by planning special promotion features and window displays featuring their own made-in-St. Louis themes and will be built around the official slogan for the showing, "St. Louis—America's Show Case of Shoes".

Harvey Kopp, shoe merchandise manager of Boyd Richardson's department store, has announced six windows of this store will be devoted exclusively to shoe displays during St. Louis Shoe Week.



HARRY BENNIGSON

... of the Hamilton Shoe Co., chairman, Third Fall Showing of the St. Louis Shoe Mfrs. Assn.

With the addition of the Jefferson Hotel, the largest in St. Louis, for next year's show the St. Louis Shoe Manufacturers Association has expressed the hope that in the future all shoe manufacturers and allied industries who wish to participate may do

so. The Jefferson was not available for this show but the shoe manufacturers association has been given assurance that it will be available for next year. This will alleviate the problem for both sleeping and sample rooms.

In issuing this statement, Arthur Gale, secretary and manager of the St. Louis Shoe Manufacturers Association, asked that one point be clarified. "This is not an effort to replace any former meetings or conventions, regional or national. For years the St. Louis Association has avoided any and all seasonal openings in deference to the various group meetings. The increase in the number of merchandise people and buyers coming into this market regularly in April has made it necessary for St. Louis lines to open simultaneously to properly accommodate those who must work with the various lines to harmonize their purchases and merchandise programs."

COMMITTEE CHAIRMEN FOR THE THIRD ANNUAL ST. LOUIS SHOE SHOW

GENERAL CHAIRMAN:

Harry Bennigson, vice president and general manager of Hamilton Shoe Co.

PUBLICITY:

A. J. Brauer, Jr., president of Brauer Bros. Shoe Co. and president of the St. Louis Shoe Manufacturers Association.

HOUSING:

Fred Weber, president of Weber Shoe Co.

ENTERTAINMENT:

Archie Bregman, president of Monogram Footwear, Inc.

PROGRAM:

A. L. Johnson, advertising manager, International Shoe Co.

select the finest...

Leather *Character*

FOR SHOES OF DISTINCTION

*The Griess-Pfleger
Leathers of Character
insure quality
and uniformity.*

**ANILTAN • COMBOTAN
LOZANT SIDES
and Other Leathers
on Display**



The Griess-Pfleger Tanning Co.

GENERAL OFFICES and TANNERY
Waukegan, Ill.

179-193 South St.,
BOSTON, MASS.

100 Gold St.,
NEW YORK, N. Y.

AGENTS

Erhart-Peterson Leather Co.,
1620 Locust St.,
St. Louis, Missouri

Griess-Pfleger & Co.,
108 W. Central Pkwy.,
Cincinnati 10, Ohio.

Pacific Hide & Leather Co.,
1716 E. Washington Blvd.,
Los Angeles, California

ST. LOUIS:

AMERICA'S FASTEST-GROWING SHOE CENTER

Fifty years ago, 20 shoe plants and 4,000 workers. Today, 200 shoe factories employing 62,500, producing 96,000,000 pairs or 20 percent of the nation's output, and spending \$5,000,000 a year in national advertising.

IN 1885, when there were 20 shoe manufacturing plants in St. Louis, employing about 4,000 people, the following item appeared in a St. Louis newspaper: "All indications point to the fact that St. Louis . . . is destined to be the center of the Western country for the shoe trade. As the year advances many additions and changes now in contemplation will be made; large jobbing houses will begin manufacturing and the business will be expanded in many directions."

Looking back, those words have become greatly prophetic. Since those words were printed the St. Louis shoe industry has steadily grown and expanded until now the greater St. Louis shoe manufacturing industry, composed of nearly 200 factories employing 62,500 people, produces more than 96,000,000 pairs of shoes a year or approximately one-fifth of the entire nation's output, although the growth of the industry was comparatively slow until about 1900, when the industry began to decentralize.

Effects of Decentralization

This decentralization is as much a part of the growth of the industry



ARCHIE BREGMAN

... of Monogram Footwear, Inc., chairman of the entertainment committee for the St. Louis show.

in the midwest as any one thing that could be mentioned and has permitted the opening of new factories which could never have been started in any other way.

It began as a natural evolution of getting away from high city costs with their high taxes and wages, and it made industrial centers out of towns which were destined to be agricultural centers. It brought jobs and payrolls to communities which had depended on farmers for a livelihood.

The local government or Chamber of Commerce, if they had one, or other civic leaders would raise, by popular subscription, enough money to buy a site and build a suitable factory and offer it to a manufacturer rent and tax free for a specified number of years.

In return the manufacturer would equip the factory with the necessary machinery, train the local people to make shoes and guarantee a minimum payroll for a specified time. Wages paid in these factories were, and still are, in relation to the cost of living in that community. This plan has also played a large part in maintaining shoe production in St. Louis because a large percentage of the workers in the factories located in metropolitan St. Louis are people who have been trained in the outlying communities.

This decentralization has increased with the building of good highways. In a single day a truck can leave the company's St. Louis warehouse with raw materials and supplies and bring back a load of finished shoes so no time is lost by the distance between warehouse and factory. As a general rule each outlying factory makes but one type and grade of shoes, thus further simplifying the transportation question and is conducive to greater mass production in these plants.

A good example of how a community can be helped by this plan is Union City, Tenn.

When the Brown Shoe Company started production in this factory in 1923, the town had no paved streets, no modern conveniences and the first employes came to work in ill-fitting hand-made clothing.

This plant now employs 550 people and has a weekly payroll of \$20,000 and Union City is considered one of the most progressive and modern municipalities in that region. The people now dress in the latest styles and are not ashamed to be seen among the "fashion plates" of any large city.

So successful has been this plan of decentralization that a number of other industries have followed the trend set by the shoe manufacturers and are opening factories in the smaller towns surrounding St. Louis.

With the intrusion of other industries and the ever increasing good highway systems in all states, the St. Louis shoe industry has extended their decentralization plan to include Arkansas, Illinois, Indiana, Kentucky, Tennessee and outstate Missouri.

(Continued on page 38)



FRED J. WEBER

... of Weber Shoe Co., chairman of the Housing Committee for the St. Louis Show.




*Send for an attractive window card
showing this illustration (size 10 x 12).
We will be glad to send one or more
to any retail merchant.*



Three little girls in Compos

Trimmer, more flexible, more comfortable shoes to grow up in, thanks to the Compo technique and these progressive manufacturers—

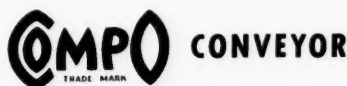
Precision designing has extended the Compo technique until it is possible to make a complete children's line, from infants' to teen-agers', the efficient, economical Compo way. Leading manufacturers are now producing millions of pairs of Compo shoes for children. Your adult customers are thoroughly sold on Compo shoes. They'll be glad to buy Compo lightness, flexibility, comfort and long wear for their children.

The baby's Compos are made on the 

CHILDREN'S ROTARY SOLE ATTACHER

This machine is designed expressly for attaching soles to infants' and children's shoes in sizes 0 to 8.

Middle and Big Sisters' Mary Janes are Compos, too. Spring heel for Middle Sister, military heel for Big Sister, both made on the



Airline Footwear Corp.	New York City, N. Y.
Auerbach Shoe Co.	Norway, Maine
Bay-Bee Shoe Co., Inc.	Union City, Tenn.
Brown, F. Shoe Co., Inc. (Dr. Posner)	Allentown, Pa.
Brown Shoe Co. (Buster Brown)	Owensville, Mo.
Brown Shoe Co. (Buster Brown)	Potosi, Mo.
Cannon Shoe Co.	Thurmont, Md.
Cindy Shoe Co.	Haverhill, Mass.
Clement & Ball Shoe Mfg. Co. (Selby Arch Preserver)	Baltimore, Md.
David Lawrence Shoe Co.	Chicago Ill.
Edwards, J. & Co.	Philadelphia, Pa.
Endicott-Johnson Corp.	Johnson City, N. Y.
Galray Shoe Co.	Lawrence, Mass.
General Shoe Corp. (Acrobat)	Hohenwald, Tenn.
Green Shoe Co. (Stride-Rite)	Boston, Mass.
Huette Shoe Co.	Three Rivers, Mich.
Ideal Shoe Co.	Brooklyn, N. Y.
International Shoe Co.	Houston, Mo.
International Shoe Co.	Olney, Ill.
International Shoe Co.	Richland, Mo.
Kaut, Lauman, Winter, Inc. (Pre Teens)	Dixon, Mo.
Kessler Shoe Mfg. Co., Inc.	Baltimore, Md.
Maisak Handler Shoe Co., Inc.	St. Louis, Mo.
Maisak Handler Shoe Co., Inc.	Marquand, Mo.
Monarch Shoe Co., Inc.	Chicago, Ill.
Muskin Shoe Co.	Millersburg, Pa.
Reyburn Shoe Co.	Owensville, Mo.
Ridgely Shoe Co., Inc.	Baltimore, Md.
Saxe Glassman Shoe Co.	Saco, Maine
Sewanee Shoe Co.	Cowan, Tenn.
Shirley, Kay, Shoe Mfrs.	Miami, Florida
Simplex Shoe Mfg. Co. (Flexies)	Milwaukee, Wis.
Smith, Sam, Shoe Corp. (Little Yankees)	Newmarket, N. H.
Weinbrenner, Albert H., Co.	Antigo, Wis.
Weyenberg Shoe Mfg. Co.	Hartford, Wis.
Wood & Smith Shoe Co.	Auburn, Maine

COMPO SHOE MACHINERY CORPORATION, 150 CAUSEWAY STREET, BOSTON, MASSACHUSETTS

***Why do you see so much
Korn white side leather
around ?***

Value !

***Yes, just honest-to-
goodness value.***

Black & Colored
SIDE LEATHER

Also:—

SPLITS
for every purpose

KORN
Leather Co.
Peabody Mass.

ST. LOUIS:

FALL STYLE OUTLOOK

Manufacturers and designers are setting a cautious yet vigorous fashion pace for the country. But they're working on a closer-to-season basis.

ST. LOUIS shoe manufacturers are not going to promote any new or radical changes in the style picture for Fall and Winter.

One of the leading manufacturers in this area seemed to voice the opinion of the entire industry when he said, "It is impossible at this time to plan too far in the future. All we can do is get the buyers' reaction in a pre-Fall line and then style our Fall lines after that pattern."

Stylists in this market are generally following a set pattern in all types and their opinions are:

Infants' Soft Sole

This type of shoe is going to be promoted quite extensively during Fall and Winter and will be shown in the moccasin, sandal, zipper boot and Mary Jane types.

The materials will consist of the traditional felt and leathers, but the color range has been extended. White will again predominate with colored stitching for contrast. Other colors expected to be popular with mothers are pastel blues and pinks; red, with white trim and pink; blue and white shoes with gold or silver trim.

Infants' Hard Sole

Elk leather will continue to be the choice in this group, with suedes and reptile getting some promotion. Most popular colors are expected to be white, maroon, dark green, navy blue, browns and a combination of black patent and suede. This type will use neolite and chrome leathers for outsoles.

Growing Girls

This group is probably the most style-conscious of all. They are going to demand shoes as much like their older sisters as is practical. The promotion-conscious manufacturer is going to make three distinct types of footwear for this group, i.e. party shoes, school shoes and the loafer type, consisting of casuals and sandals.

The party shoe will still be predominantly patent leather, with suedes and smooth leathers following in that order. These shoes will be high styled, with round and V-throated shell vamp with off-center decorations. Various strap effects will also be popular.

School shoes will be made of heavy scuff-proof materials that will stand a lot of wear, and the saddle type is expected to retain its popularity with multi-colored and bright-colored saddles.

Leading colors for the loafer type will be copper rust, woodland green, reds and blues.

Boys'

Here again the shoes are being styled after the grown-up types.

Types to be promoted are the moccasin, wing tip, straight tip, military, loafer, sandals, cowboy boots, field boots, combat boots and woven vamp oxfords.

Outsoles, which will run from 8 to 12 iron, will be made of leather, heavy rubber and crepe.

Most popular materials are elk, kip and side leathers with burgundy and various shades of brown the leading colors. Very few black will be made for this season.

For trim these shoes will have heavy stitching in a variety of colors, storm welt, wide extension soles with plain and grooved edges.

Mens'

The heavy, bold look will continue in men's shoes for Fall and Winter, but it is expected that after this season they will gradually return to the lighter side. It is agreed among producers of men's shoes that the edge has gone as far as is practical and a swing the other way is the natural reaction. However, it is also agreed that no change will take place until at least this Fall and Winter.

Dark colors will again predominate but the mahogany which was so pop-

ular last year will be replaced with wine and cherry colors.

Grain and brushed side leathers will again be in favor, with the moccasin and military plain toe expected to be the most popular.

The military type will have a variety of strap effects and larger, heavier buckles. Moccasins will use light colored stitching for contrast decoration.

Thong and Gillie ties will have some following but are expected to be replaced by straps as the season advances.

For those of high school age, the modified Wellington boot and the chukka type, to be worn with "levi's" are expected to continue in demand.

Women's Novelty

Pumps are still holding their popularity in the medium and high heel.

Calf and suedes are still the leading materials with a few reptiles and printed leathers expected to be in demand.

Color will play an important part in styling Fall footwear with various shades of browns, greens, reds, and smoky blue leading.

Although the general trend is toward closed toes with a soft box, the open toe will be quite popular, especially in the 22/8 and 24/8 heel.

The spaded extension sole will be used this season more than ever before on the 1/4" to 1" platform.

Variations of strap effects will continue in popularity. Other decorations will include stripping, button treatments and use of small buckles for decoration purposes only.

Women's Tailored

The shoe manufacturers are taking the tip from ladies ready-to-wear manufacturers for Fall and Winter styling in this field.

Shoes will be designed to fit into the general picture of tweed suits and fur coats so the popular materials

(Continued on page 40)

ST. LOUIS:

CENTER OF SHOE DESIGNING

Called the "creative shoe center" of America, St. Louis is setting the fashion pace by virtue of a growing list of outstanding shoe designers serving local shoe manufacturers.

ST. LOUIS is fast becoming a leading style center of the United States and if John Dunbar, president of the Dunbar Pattern Co. has his ambitions realized it will become the leading center within a few years, replacing New York as a shoe style center.

No mention of St. Louis shoe styling and designers would be complete without the name of John Dunbar figuring prominently in the conversation, for he is considered the dean and creator of shoe designers in St. Louis. It has been conservatively estimated that from 85 to 90 per cent of all St. Louis designers and stylists received their start or were helped by John Dunbar.

Shoe Style Services

Dunbar expects to bring St. Louis the distinction of being the style center by encouraging the formation of "style services." These will be offices set up by free-lance designers to supplement the shoe manufacturers' staff of designers and stylists.

The first of these style service offices was opened recently by two former employees of the Dunbar Pattern Co., Alice McCallister and Virginia McCune. They have opened an office in the Shell Building in St. Louis under the name "St. Louis Shoe Stylists".

This style service idea is not new to John Dunbar. When he came to St. Louis in 1926 he established the first style service for shoe manufacturers in St. Louis in conjunction with his pattern business.

This service lasted until the issuance of order M-217 during the war which prohibited any new designs by shoe manufacturers.

So enthused is John Dunbar about this idea of training young art students to become shoe designers that

last summer when the St. Louis Shoe Manufacturers Association was looking for someone to direct the activities of the School of Design at Washington University, Dunbar volunteered to take the assignment for the school year 1948-49.

The Association has requested Dunbar to continue this work next year and all indications are that he will accept.

Following are some of the leading shoe designers in St. Louis:

BERNIE BROWNE

Entered the shoe industry in 1923 with the Dunbar Pattern Co., learning model cutting and designing.

While with the Dunbar company, Browne spent a year in the McElroy-Sloan Shoe Co. plant, designing all types of shoes as a representative of the former company.



In 1926 he was employed by the Valley Shoe Co. as designer, pattern maker and quality man, where he remained until 1934 and part of 1935 when he did the same type of work for Johnson, Stephens & Shinkle.

Shortly after the death in 1935 of Myron Goldman, son of the president of the Valley Shoe Co., Browne re-

turned to the Valley company as plant manager and assistant to the president, the position formerly held by Myron Goldman.

Browne is now getting into production in his own company, the Bernie Browne Shoe Co.

HUGH CRULL

After holding such jobs as advertising manager, sales manager and style man for various shoe companies, Mr. Crull was given a position with



the International Shoe Co. in 1929 as a shoe designer.

Mr. Crull is now in charge of the women's style department for Roberts, Johnson & Rand, Peters and Friedman Shelby branches of the International Shoe Co.

In the school year 1947-48, he was the director of the shoe design class at Washington University in St. Louis, teaching the students how to make pull-overs and sketch designing.

JENNIE BOLATTO

Started her shoe designing career with the Dunbar Pattern Co. in 1933.

While with Dunbar, she attended night classes in designing at Washington University and won a scholar-

Shoes styled in

ARRABUK

*are shoes that
sell on sight*



Yes, m'lady demands smart styling, and that's just what colorful Arrabuk, with its suede-like look, assures.

There's no waste in cutting . . . it handles easier . . . shapes without cracking, is waterproof, wears longer, is washable. Let Arrabuk, with its 20 years of pioneering, sell "popular price" shoes faster. Write for details.



HOOD
Arrabuk

instead...

**HOOD RUBBER COMPANY,
Watertown, Mass.**

ship to the Federal Art School of Minnesota.

In 1941 she contacted the shoe manufacturers, representing Conway-Winters as a designer and stylist.

During World War II, Miss Bolatto worked at the Curtis-Wright Corp. as a draftsman and was later placed in charge of the illustrating department of the Chrysler Corporation in Detroit.

With the close of the war, Miss Bolatto went to work as a shoe designer with Johnson, Stephens & Shinkle Shoe Co. and is now chief designer and stylist for this company.

THOMAS GORGAS

Majored in art while in high school but had no thought of entering the shoe business until he got a job as errand boy with the Dunbar Pattern Co. in 1932.

When an opportunity presented itself in the art department at Dunbar's he asked to be transferred to that department.

He remained with Dunbar until 1936 when he was offered a position as designer with Browne-Tilt. Two years later he was placed in charge of the art department of this company.



During the war when M217, prohibiting all new shoe designs, was put into effect, Gorgas worked in the turret division of the Emerson Electric Co. as a mechanical engineer.

At the close of the war in 1945 he was placed in charge of designing and stylist for Brauer Bros. Shoe Co. where he designs and styles both novelty and casual lines.

JOHN W. HATTON

Designer of men's shoes for four branches of the International Shoe Company, he is a second generation of shoe designers being the son of the late Roland G. Hatton, who was a Worcester, Massachusetts, shoe man

and came to St. Louis at the turn of the century to pioneer in shoe designing and pattern making for several



shoe pattern companies as well as the Hamilton-Brown Shoe Company and the International Shoe Company.

Mr. Hatton received his early education in St. Louis where he majored in business administration and art. Was first employed as a clerk by the International Shoe Company in 1917. Later served an apprenticeship as a shoe worker in several of their factories. He has been designing exclusively for the International Shoe Company since 1923. In addition to his numerous other duties he has supervision of men's patterns and lasts for his company.

THOMAS M. MANAHAN

Studied architectural drawing in high school. Although he had never designed shoes, in 1923 he went to work at the Dunbar Pattern Co. on the recommendation of a shoe designer employed by that company.

His first job was learning pattern making and progressed until he became senior pattern maker and in



1926 he started designing women's shoes.

After a year in this position, Manahan went to work for the International Shoe Co. specializing on children's shoes. So that he could learn

the problems of shoe construction, Manahan worked in shoe plants using various types of construction.

In 1942 Manahan was placed in charge of all juvenile designing for the International Shoe Co. and among his other accomplishments he has developed and patented a flexible welt type shoe for the International Shoe Co.

ROLAND NOELKER

Entered the shoe industry as an office boy with the Dunbar Pattern Co. in 1925. Since he had taken mechanical drawing in high school he naturally took to the creative branch of the industry rather than the manufacturing end.

He left Dunbar in 1937 to go with the Samuels Shoe Co. where he was



in charge of the pattern department for two years.

From 1939 until 1942, Noelker was a stylist for the women's division of the Florsheim Shoe Co. in Chicago.

During the war years (1942-45) Noelker worked in the engineering department of the Curtis-Wright Corporation.

In Nov. 1945 he became chief stylist and designer for the L. J. O'Neill Shoe Co.

ROBERT A. OBER

Previous to going into the army in 1943, Ober had some schooling in general art studies and being unable to find the style shoe they wanted for their infant daughter, he drew what he considered should be the style in this type shoe.

His wife and father-in-law had some experience in a shoe factory, so Robert designed the shoes and his wife and her father made them from his designs.

From this beginning, Petite Baby Shoes, Inc. was founded, but shortly

(Continued on page 42)



When the Box Is Opened...

Does the Finish Help the Sale?

**UNITED
FINISHES**

**PRODUCTS OF
B B CHEMICAL CO.**
FINISHES FOR UPPERS
BOTTOMS • HEELS • EDGES

HIGHLY competitive selling conditions require that you give your shoes every advantage. Match the style and fit of your shoes with a finish that does them justice — a finish that appears as smart in the retail shop as when it left your packing room.

Time takes a toll of finishes unless formulas are correct for every run of leathers. Periodic checks by the United Finishing Specialist help you provide the perfection of finish your customers appreciate and *expect*. If you have a finishing problem . . . or want to improve your finishes . . . phone for a United Finishing Specialist.

UNITED SHOE MACHINERY CORPORATION
BOSTON, MASSACHUSETTS

ST. LOUIS:

GROWING SHOE SUPPLY CENTER

ALTHOUGH shoe manufacturing as a major industry in St. Louis dates back almost 100 years, it was not until after the turn of the century that shoe supplies were manufactured in St. Louis.

Old records disclose that as late as 1894 there were only three supply firms listed and they were representatives of companies in other parts of the country. One of these, the American Oak Leather Co. still has a sales agent in St. Louis but the other two, the Schlecht-Gust Co. and the Blelock Mfg. Co. have since gone out of business.

Blelock was the first to distribute a general line of supplies to the shoe manufacturer, their leading lines consisting of needles, reinforcing stays and top facings. The other two were leather sales agents.

Boston Formerly Supplier

Prior to 1907, 85 to 90 per cent of all shoe manufacturer's supplies were sold by traveling salesmen from Boston, who made monthly trips through the middle west. The blacking and cement salesmen would take orders for delivery in only the warmer months to avoid these products from freezing while in transit. This worked a hardship on the shoe manufacturer who had to buy enough cements and blackings to hold him over the winter months.

The first company of record to manufacture these supplies in St. Louis was the St. Louis Shoe Cement Co. in 1906. The successor to this company, Hadley Bros.-Uhl Co. is still producing cements and shoe finishes and have recently announced an extensive expansion program.

The chemical companies in St. Louis now maintain laboratories where all products are tested before they are put on the market.

One of the greatest advances in the industry was developed in these chemical laboratories; synthetic cements for use on cemented shoes, which has proven to provide more adhesion and flexibility than former processes.

Another great step forward has been taken by shoe chemical companies in the instruction of their salesmen on chemical reactions. If a cement loses its "tack" the salesman now knows the probable cause and can correct it immediately.

Central Purchasing Dept.

Until 1915 the foreman in each department bought the supplies he needed for his department and a salesman would have to spend several days in each factory of any size if he had products to sell in several departments. Now most supplies are bought through a central purchasing department and certain days are set aside for buying specific products.

This policy has been so successful that although shoe manufacturers have increased 200 per cent since 1934, shoe manufacturers' suppliers, other than leather, have increased only 25 per cent. Tanners' representatives have increased 33½ per cent in that time.

St. Louis now has the largest shoe manufacturer's supply jobber in the country in the Wright-Guhman Co. whose total sales amount to \$2,500,000 annually. They have been doing business in St. Louis for 41 years.

As the years pass, the shoe manufacturer is becoming more depend-

ent on the supplier. A few years ago the supply salesman was looked upon as just somebody else trying to get the manufacturers' money, but now he is looked upon as an employee and adviser.

Aid to Stylemen

If a styleman wants some special effect on a new style he sends for a stripping and binding salesman and they work together making pullovers or sketches using different sizes, colors or shapes of strippings or bindings until they get the effect the styleman wants.

The pattern makers maintain a model-cutting department for the shoe manufacturer who does not have a department of his own.

Most St. Louis shoe manufacturers buy their supplies on the open market. The only general exceptions to this rule are the International Shoe Co. and The Brown Shoe Company. These companies maintain their own supply plants such as chemical products, upper and sole leather and findings of general use.

While these companies produce most of their own basic materials, they do buy some of their own supplies on the open market. These include items which require an extraordinary amount of service to maintain maximum efficiency or are used in such small quantities that production of these items would be impracticable.

Another exception to the rule of using only their own supplies is when an outside company can make a product superior to that which is manufactured in their own supply plants; they will buy this product.

VERZA TANNING CO.

Tanners of Quality Leathers

CHROME TANNED SIDES & CALF:
White-Black and Popular Colors

SUEDE SPLITS:
White-Black-Brown

Specializing on
WHITE BUCK

TANNERY AND GENERAL OFFICES:
107 Foster St.,
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BOSTON OFFICE:
D. W. Poor Leather Co., Inc.,
91 South St.



Center of Attention!

Eye interest in a shoe starts at the toe . . . that's why the Celastic box toe is important in shoemaking and shoe merchandising. The maker of shoes likes its "lastability", the light and durable construction—the seller of shoes admires the trim interpretation of last style. For the wearer there is always the pleasure of enduring toe lines, the comfort of wrinkle-free toe linings.

UNITED SHOE MACHINERY CORPORATION, BOSTON, MASS.



***CELASTIC is a registered trademark of the Celastic Corporation

WHAT is the "210 ASSOCIATES"?

A. The "210" is the National Philanthropic Foundation of the Shoe, Leather and Allied Trades.

Q. *Who is eligible for its benefits?*

A. Any salesman or executive in the above mentioned industries, who is a victim of adverse circumstances, regardless of his place of residence.

Q. *How does the Association raise funds necessary to carry on this philanthropic work?*

A. (a) Every cent of revenue received from the 210 Year Book is used exclusively for relief work.
(b) Membership dues pay for the overhead and operating expenses.
(c) Special funds, such as Life Membership Fund, T. Kenyon Holly Memorial Fund, Harry I. Lyons Memorial Fund, have also been established to further the work of the "210."

Q. *How may I, as an individual in this Industry, help this worthy cause?*

A. By joining the Association. Dues are only \$10.00 per year. Life Membership is \$150.00.

Q. *How may my firm support this organization?*

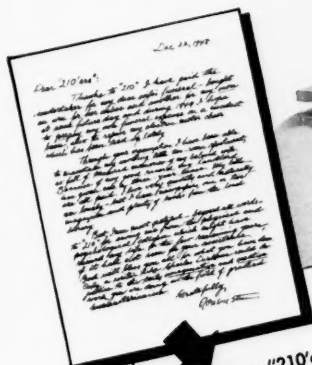
A. By advertising in the Year Book. Space rates are available on request. Next Book goes to press May 1. Send in your advertising copy today.

Q. *Are ads in this book deductible on my income tax?*

A. Yes, 100% deductible from your advertising budget.

CASE HISTORY NO. 137

**From the Relief Files
of the 210 Associates**



Dear "210'ers":

Thanks to "210" I have paid the undertaker for my dear wife's funeral — bought an urn for her ashes and another for my own at some future day and during 1949, I hope to prepay my own funeral expense on a modest basis, also to repair my electric motor chair which has been tied up lately.

Through your organization I have been able to maintain my inviting little two-room apartment, so full of treasured memories of my beloved wife. Because of my good record my landlord has given me a three-year lease. My bills are all paid. I live very quietly and naturally am lonely — but I have newspapers, one or two magazines and plenty of books from the local library.

But, I am most grateful — beyond all words — to "210" for saving me from the physical and psychological collapse which might have ruined my life for the few remaining years, if it had not been for your assistance. God will bless you all for what you have done. Only a writer like Charles Dickens could do justice to the truly imaginative and creative work you are doing in the field of practical humanitarianism.

Gratefully,

Case No. 137 (Midwest Area)—June 7, 1944. Expended to Feb. 1, 1949 . . . \$4400. Will probably remain on "210" relief for balance of life. This is just one of the many cases being aided today by the "210 Associates."

**YOU CAN HELP
The "210 Associates"
to Help Others!**

Join the other members of the shoe industry in supporting this worthy cause. Advertise in the new Year Book—out May 20, 1949. Send in your copy before May 1. Remember, every cent goes to help those in the industry who cannot help themselves.

—210 ASSOCIATES, INC.
THE NATIONAL PHILANTHROPIC FOUNDATION
OF THE SHOE, LEATHER AND ALLIED TRADES



210 LINCOLN STREET, BOSTON 11, MASSACHUSETTS

ST. LOUIS:

SHOE MANUFACTURERS ASSOCIATION

Founded in 1919 as a wartime measure, it has gained strength and stature as one of the industry's most progressive organizations.

DURING the first World War the shoe manufacturers of St. Louis faced two major problems: Federal government regulations and a tight labor situation. Each manufacturer tried to cope with the situation individually, and commuting between Washington and St. Louis only made matters worse, because in addition to accomplishing practically nothing on these trips, he would return to his factory only to discover that some competitor had stolen his skilled workers.

It was a common practice in those days for one manufacturer to offer an employee of a competitor a few dollars more wages a week only to have another manufacturer do the same thing to him. As one manu-

facturer recalled, "One time I went through a competitor's plant and I thought for a moment that I was in my own factory. About half of the skilled workers in this factory had worked for me the previous month."

This situation continued until the latter part of 1917 when Harry Tomes and John Bush of the Brown Shoe Co., Horton Watkins and W. H. Moulton of the International Shoe Co., Charles Ross of the Hamilton-Brown Shoe Co., James Ballard of McElroy-Sloan, and Fred Weber of Pedigo-Weber got together and agreed that unless some kind of agreement was reached between them the shoe industry was doomed in St. Louis.

Association Formed

They decided to form an association and pool their efforts in collecting statistics and other information that would assist in building and maintaining efficiency and it was mutually agreed that the unethical practice of "stealing" skilled workers from other members would cease.

This association started functioning in July, 1918, and was called the Manufacturers' Bureau. Membership was confined to manufacturers of shoes operating factories in St. Louis and was administered by a chairman and a secretary.

The first chairman was Harry Tomes and L. J. O'Neill was hired as secretary. Meetings of the Bureau were held once a month at an office which was set up to handle details and to use as a clearing house for all complaints and for compiling statistics.

Mr. O'Neill remained as secretary, taking care of all the details, until 1919 when he resigned to become associated with the John Meiers Shoe Co. and was succeeded by Frederick M. Henry. It was while Mr. Henry was secretary of the Bureau that the name was changed to the St. Louis Shoe Manufacturers Association.

In 1921 a companion association was formed for the purpose of promoting sales of its member firms. P. B. Jamison was elected president and Frank Mahler, secretary. This organization worked closely with the National Shoe Retailers Association in promoting shoe shows in the larger cities.

Meanwhile the St. Louis Shoe Manufacturers Association maintained their policy of dealing only with manufacturing problems.

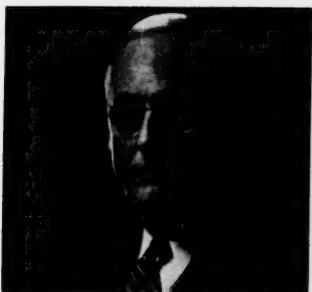
In 1926 Mr. Henry resigned to join Johanson Bros. Shoe Co. and A. L. McCall of the Travaso Shoe Co. was appointed secretary. On Feb. 1, 1930, Mr. McCall resigned to help form the Weyand Shoe Co.

A. Myles Burton was elected to succeed McCall. It was while Burton was secretary, in 1933, that the St.

(Continued on page 44)

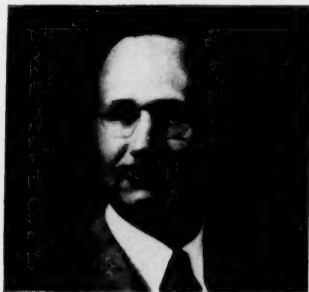
PRESIDENTS OF THE ST. LOUIS SHOE MANUFACTURERS ASSOCIATION

1919—Harry Tomes	Brown Shoe Co.
1920—Charles Ross	Hamilton-Brown Shoe Co.
1921—P. B. Jamison	International Shoe Co.
1922—John H. Wilson	McElroy Sloan Shoe Co.
1923—Charles Strayer	Johansen Bros. Shoe Co.
1924—C. A. West	Shoe Specialty Co.
1925—Howard V. Stephens	Johnson, Stephens & Shinkle
1926—H. G. Johansen	Johansen Bros. Shoe Co.
1927—D. W. Martin	Hamilton-Brown Shoe Co.
1928—Beverly Jones	International Shoe Co.
1929—John A. Bush	Brown Shoe Co.
1930—C. A. Moore	Chouteau Shoe Co.
1931—Carlos Reese	Roberts, Johnson & Rand
1932—Frank Rice	Rice O'Neill Shoe Co.
1933-34—W. E. Tarlton	Brown Shoe Co.
1935—E. J. Hopkins	Peters Shoe Co.
1936-37—Wm. S. Milius	Milius Shoe Co.
1938-39—A. E. Farrar	Friedman-Shelby Shoe Co.
1940—J. W. Howe	Johnson, Stephens & Shinkle
1941-42—C. L. Hein	Vitality Shoe Co.
1943—Louis K. Kane	Boyd-Welsh, Inc.
1944—A. C. Fleener	Brown Shoe Co.
1945—J. C. Samuels, Sr.	Samuels Shoe Co.
1946—Henry H. Rand	International Shoe Co.
1947—James S. Leqq	Moulton-Bartley Inc.
1948—Franklin Cornwell	Brown Shoe Co.
1949—A. J. Brauer, Jr.	Brauer Bros. Shoe Co.



P. B. JAMISON

... first president of the St. Louis Shoe Manufacturers Association.



A. J. BRAUER, JR.

... of Brauer Bros. Shoe Co., and president of the St. Louis Association.



ARTHUR GALE

... Secretary and Manager of the St. Louis Shoe Manufacturers Assn.



FRANKLIN CORNWELL

... of Brown Shoe Co., Chairman of the Board of Directors of the association.



A. V. WHEELER

... of Pennant Shoe Co., and treasurer of the St. Louis association.



SAM WOLFF

... of Wolff-Tober Shoe Mfg. Co., 2nd vice president of the association.



FRANK FREUND

... of Roberts, Johnson & Rand Shoe Co., 1st vice president of the association.

ST. LOUIS:

SHOE DESIGNING PROJECT SUCCESSFUL

A progressive idea is giving added reason why St. Louis is regarded as one of the country's most progressive shoe centers.

NOW in its third year, the class in shoe designing sponsored by the St. Louis Shoe Manufacturers Association is paying dividends, not in cash, but in the number of shoe designers of high caliber being graduated each year.

The course is included in Washington University's School of Fine Arts as part of its overall designing curricula which includes the designing of dresses, coats, suits and millinery in addition to shoes, so the student learns to design the entire ensemble and those who show an aptitude for shoes are given special instruction on this part of the wardrobe for three hours a week plus an additional three hours of laboratory work on shoe designing. Having knowledge of technicalities and problems of designing the entire ensemble helps the student to create shoe styles which will blend with other wearing apparel.

Those who show aptitude for shoe designing are also taken through shoe factories in St. Louis to acquaint them with production problems.

Two-Year Course

The shoe designing course takes two years to complete so the graduating class of 1943 was the first to include shoe designers. There were five students in that class who are now employed by St. Louis shoe manufacturers.

In the class which will graduate this year are five more who have announced their intentions of becoming shoe designers, making a total of ten shoe designers to enter the St. Louis field in two years.



JOHN DUNBAR

The St. Louis Shoe Manufacturers Association provides supplies and equipment such as tools, shoe materials and lasts for the making of pullovers.

The Association also encourages the students by selecting shoe manufacturers and stylists to serve as judges in choosing the best designs which are made into shoes and modeled at three fashion shows held each year—in December, February and April. These shows are sponsored by retail stores and fabric manufacturers. The winning designs

are judged on originality of design, purpose of design, suitability of design for its purpose and craftsmanship.

The St. Louis Shoe Manufacturers Association also appoints a prominent shoe stylist to explain the intricacies of shoe designing and making pullovers. These directors receive no pay for their services.

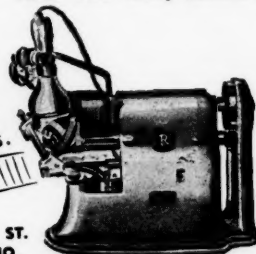
John Dunbar, president of the Dunbar Pattern Co., is the director for the 1943-49 school year. Mr. Dunbar is aspiring to establish St. Louis as the leading style center of the nation, to equal or surpass that distinction now held by the Marbridge building in New York.

In speaking of his ambitions, Dunbar said, "There is no reason why St. Louis cannot become the leading style center of the nation. We have some of the best high-style shoe manufacturers located here and this region produces a large percentage of the nation's total production, so it is only natural that this also be a style center."

"This school of design at Washington University can become the nucleus from which St. Louis can gain that distinction. I am urging the students, after their graduation from the university, to establish shoe style services to supplement the shoe manufacturer's designing staff, and give him a larger selection of designs from which to choose."

A COMPLETE BINDING SERVICE

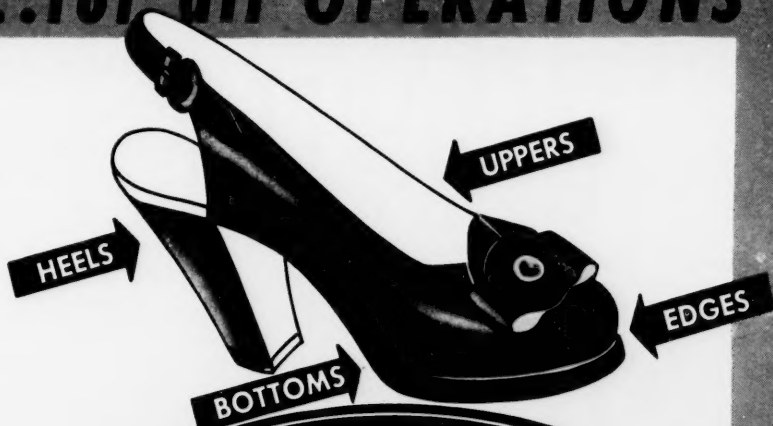
"The Rotary Way" combines the use of "Rotary" full and semi-coated French Cord Binding with the "Rotary" French Cord Turning machine, a notably effective method for producing results that can up your sales. Our exclusive coatings, when used with our equipment, are guaranteed not to clog machine mechanism.



Rotary MACHINE CO., INC., LYNN, MASS.

1408 LOCUST ST.
ST. LOUIS, MO.

...for all OPERATIONS



Use...

HABUCO

Finishes by HADLEY'S

...they're **SUPERIOR**

Use them in all operations—for uppers, bottoms, heels, edges, etc. They meet high standards for a higher standard of results.

Quality WAXES, too

- ✓ **BURNISHING WAX**—Natural, Brown, Black
- ✓ **STICK WAX**—Natural, Black
- ✓ **REPAIR WAX**—For all types of Leather
- ✓ **WAX CRAYONS**—To match any Leather
- ✓ **PASTE and LIQUID REPAIRER**—To match any Leather

The Hadley Line of Finishes is Complete—The Quality is Unexcelled.

SEE YOUR NEAREST REPRESENTATIVE OR WRITE US DIRECT

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IN CHICAGO IN PENNSYLVANIA

The Howard Irwin Co., 208 N. Wells St.

McClarín-Bedford, 54 Frederick St., Hanover, Penn.

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for **EXPERIENCE**



Profit from
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*"Know -
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Available on Request*

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Brown Shoe Co.
Bourhese Shoe Co.
Union, Mo.
Boyd Welsh, Inc.
Newstead & Cook Aves.
Brauer Bros. Shoe Co.
22 S. Sarah St.
Brown Shoe Co.
1600 Washington Ave.
Buster Brown Division
Brown Shoe Co.
Capitol Division
Brown Shoe Co.
Carmo Shoe Mfg. Co.
2128 Washington Ave.
Conformal Shoe Mfg. Co.
1509 Washington Ave.
Continental Shoemakers
1509 Washington Ave.
Deb Shoe Co.
2128 Washington Ave.
deLoy Division
Brown Shoe Co.
Dorothy Dodd Shoe Co.
1509 Washington Ave.
Endicott-Johnson Corp.
12th & Spruce Sts.
Ettelbrick Shoe Co.
Greenup, Ill.
Friedman-Shelby Shoe Co.
1509 Washington Ave.
Hamilton Shoe Co.
2107 Lucas Ave.
Huiskamp Shoe Co.
Keokuk, Iowa
International Shoe Co.
1509 Washington Ave.
Johansen Bros. Shoe Co.
3642 Laclede Ave.
Johnson, Stephens & Shinkle
4242 Laclede Ave.
Kane, Dunham & Kraus
Washington, Mo.
Life Stride Division
Brown Shoe Co.
Monogram Footwear, Inc.
1512 Clark Ave.
Moran Shoe Co.
Carlyle, Ill.
Moulton-Bartley, Inc.
710 N. 12th St.
Mound City Division
Brown Shoe Co.
Naturalizer Division
Brown Shoe Co.
L. J. O'Neill Shoe Co.
212 N. 17th St.
Paramount Shoe Mfg. Co.
4164 Chippewa St.
Pennant Shoe Co.
1509 Washington Ave.
Peters Shoe Co.
1509 Washington Ave.
Queen Quality Shoe Co.
1509 Washington Ave.
Rice-O'Neill Shoe Co.
1900 Washington Ave.
Roberts, Johnson & Rand
1505 Washington Ave.

This **BOLD** Heavy-Edge

makes the shoes of the World's

Leading Manufacturers

EASIER-TO-SELL . . .

within their best-selling

Price Grooves

Barbour
REVERSE STORMWELT
— Pre-Stitched or Plain — provides
all the advantages of genuine
reverse-welt construction without
expensive slow-to-deliver handwork

Barbour
NOTCHED STORMWELT
... the styling base that accents
the Heavy-Edge bold look in
today's most successful youth-
ful style merchandising.

BARBOUR

Stormwelt
PATENTED

**THE SOLID LEATHER STRIP
THAT STYLES
AS IT "WEATHERSTRIPS"**

Available in a wide range
of designs to accent the
styling of every type of
shoe.

Stormwelt **WEATHERSTRIPS**

Stormwelt **HOLDS THE SHAPE**

Stormwelt **ADDS VITAL STYLING**

Barbour
DOUBLE DECK STORMWELT
... note that neat extra row of
stitching on the raised deck
which adds interesting individual-
ity and rugged custom feeling
to the sole extension ... accent-
ing the bold edge of the shoe,
without requiring excessive
irons of sole leather.

BARBOUR WELTING COMPANY • Brockton 66, Mass.



To cut COSTS...
To meet DEMANDS
for lower priced shoes...

Use
PRIME
INNERSOLE
Process

Ask us for details . . . NOW

PRIME Mfg. Co.
 LYNN, MASSACHUSETTS

BAILEY TEXTILES, Inc.

Successors To Blake, Wright & Co.
 20-24 EAST ST., BOSTON, MASS.

COTTON CONVERTERS

SHOE LININGS

FOR EVERY SHOE MANUFACTURING NEED

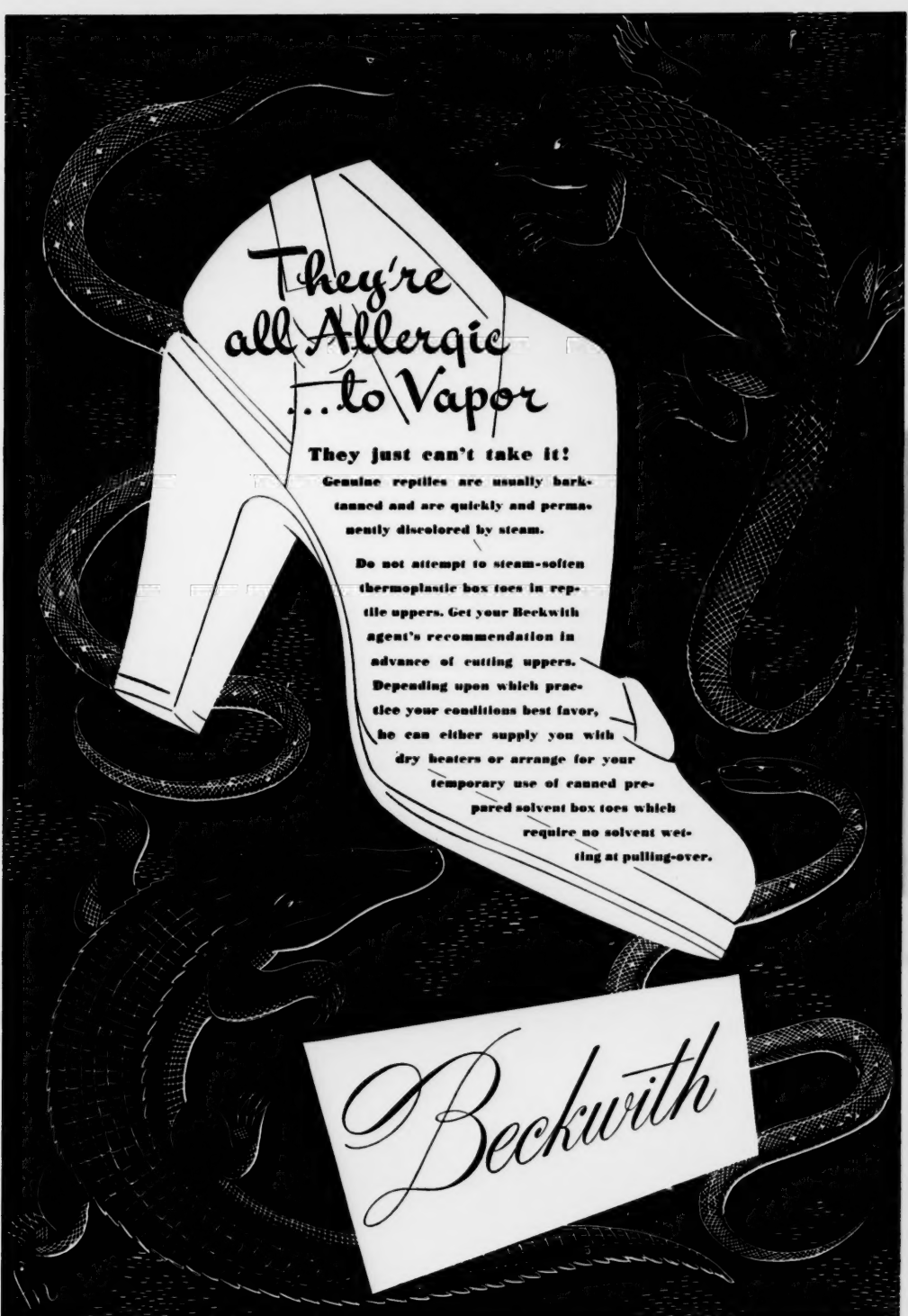
Robin Hood Division
 Brown Shoe Co.
 Roblee Division
 Brown Shoe Co.
 Samuels Shoe Co.
 1717 N. 25th St.
 Sandal-Craft, Inc.
 915 Olive St.
 Spalsbury-Steis Shoe Co.
 1523 Washington Ave.
 Sports Specialty Shoemakers
 1221 Locust St.
 Stepmaster Shoes, Inc.
 Greenup, Ill.
 Tober-Saifer Shoe Mfg. Co.
 1204 Washington Ave.
 Town & Country Shoes, Inc.
 411 N. 7th St.
 Trimfoot Company
 Farmington, Mo.
 Tweedie Footwear Corp.
 Jefferson City, Mo.
 United Men's Division
 Brown Shoe Co.
 Valley Shoe Corp.
 2868 S. 13th St.
 Victory Shoe Co.
 2032 Locust St.
 Vitality Shoe Co.
 1509 Washington Ave.
 Vocational Footwear, Inc.
 Lutesville, Mo.
 Weber Shoe Co.
 3419 Rutger St.
 Westport Division
 Brown Shoe Co.
 Wilmo Shoe Co.
 2128 Washington Ave.
 Winthrop Shoe Co.
 1509 Washington Ave.
 Wolff-Tober Shoe Mfg. Co.
 2511 Sullivan Ave.

Shoe Center . . .

(Continued from page 19)

Although the St. Louis shoe industry is "scattered all over the country" there are more than 21,000 persons employed in metropolitan St. Louis and shoes still continue to play an important part in the city's economy.

Other factors in making the St. Louis shoe industry a leader in the field is its versatility and stability. Seldom susceptible to disastrous flurries, the market has experienced a minimum of liquidations in what other centers have found to be the treacherous postwar periods. Its versatility is proved by the fact that last year 44 per cent of its production was devoted to women's footwear, 37 per cent to children's and 19 per cent to men's. High style, staple, work, and play shoes are to be found in the St. Louis market. In one trip, busy shoe buyers can satisfy the needs of their customers from the cradle up

A black and white illustration of a shoe, possibly a dress shoe, with a snake coiled around it. The snake is depicted with a detailed scale pattern and is positioned as if it is about to bite the shoe. The background is dark and textured.

They're all Allergic ...to Vapor

They just can't take it!

Genuine reptiles are usually bark-tanned and are quickly and permanently discolored by steam.

Do not attempt to steam-soften thermoplastic box toes in reptile uppers. Get your Beckwith agent's recommendation in advance of cutting uppers. Depending upon which practice your conditions best favor, he can either supply you with dry heaters or arrange for your temporary use of canned prepared solvent box toes which require no solvent wetting at pulling-over.

Beckwith

IT'S BURK'S WHITE SUEDE KID

that's
all you
need
to know



BURK'S suede kid is leather

as you like it...nappy with

a velvet feel...uniform and clear.

Desirable selections are still

available in white...and always in black.

BURK BROS.

Oldest Operating

Chrome Tanners

in the World

PHILADELPHIA 23, PA.

to, but not including, the grave. Burial shoes are the one item not made in this market.

\$5,000,000 Advertising

But volume and stability alone will not sell shoes. They must be promoted. St. Louis manufacturers realized this fact by spending nearly \$5,000,000 on advertising in national magazines during 1948.

You will find St. Louis brand shoes practically any place in the world because St. Louis shoe manufacturers top all markets in the volume of their exports. The only limitations to this policy have been the outright prohibition of American shoe imports, tariff barriers, government controls or other official restrictions.

Important export destinations are Alaska, Hawaii, Puerto Rico, the Caribbean countries, Central America, Canada, the Philippine Islands, Iceland, South Africa and the Scandinavian countries. The recent Mexican embargo on imports of U. S. footwear blocked a market that had figured prominently in the picture. More than 75 per cent of this export business is done in open account, the remainder being paid by sight drafts or cash with the order, either in full or partial payment.

In summing up the reasons for the outstanding position of St. Louis as a shoe manufacturing center it may be said that knowing and grasping opportunities when they present themselves, and the versatility to meet any condition and the stability to hold on to the gains, are the chief reasons why St. Louis is now considered the leading shoe manufacturing center in the country.

Fall Styles . . .

(Continued from page 23)

and colors will be black and brown suedes and calfskin. Smooth-finished elk will also be in demand and printed leathers will be a carry-over from last year.

Blues will be a leader but as the season wears on this color is expected to be replaced by all shades of brown especially rust and cinnamon. Greys and greens will also get a big play.

Walled lasts and square-toed lasts with heels of 1 3/8 and under and extension edges will fit in with the tailored types.

Women's Casuals

Although this type was expected to be popular only for the warmer

- **LARGEST**
 - **MOST MODERN**
 - **MOST COMPLETELY EQUIPPED**
- PLANT West of the Mississippi**

~ ~ ~

A B C Backing Corporation

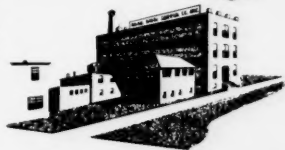
Hadley and Mullanphy Streets

St. Louis 6, Missouri



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one-two
let Essex buckle
the shoe!



(A.A.)

not one - but TWO of America's
most modern shoe ornament
factories..... at Your Service



Write for samples - TODAY



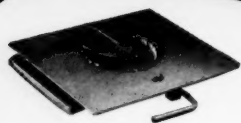
Essex

SHOE SUPPLY CO. INC.

"Exterior Decorators of Fashion Footwear"

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 Representatives in New York • Pennsylvania • Cincinnati • Chicago • St. Louis • Canada • Latin America

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INDEPENDENT DIE & SUPPLY CO.
LaSalle near Jefferson
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"There Is No Better Leather"

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BENDS
STRIPS
TAPS
BELLIES
HEADS

BELTING LEATHER

BEND BUTTS
SHOULDERS

LEAS & McVITTY, Inc.
PHILADELPHIA 6, PA.

A complete line of quality
Kip, Extremes, & Side Leathers

MURRAY LEATHER CO.
WOBURN, MASS.

months it has developed to be an all-weather shoe.

Color is an important part of the casual and the colors being planned for Fall and Winter are copper rust, and a combination of browns, greys and greens. Color combinations with no end of variety have been credited with the continued popularity of the casual shoe.

Fall and Winter casuals will be made of unlined side leather in calf and suedes, with open toes and backs but open toes on closed backs are gaining momentum.

The vamps on the new models are plain or sandalized with little or no extra decoration. The wedge heel in 1 1/8 to 2 2/8 is the most popular with leather and crepe soles leading the field.

Designers . . .

(Continued from page 26)

after the company started production Mr. Ober entered the army. Rather than liquidate the company Ober continued to design the shoes in the Pacific war zone and send them to Mrs. Ober who continued to make the shoes from the designs she received. Every new design was modeled on the Ober baby before it was placed in production to eliminate any "kinks" in construction or designing which may have filtered in through misinterpretation of the designs.

Even though Ober has returned to the business and his daughter is now past the modeling age for this type of shoe this company is still considered among the top producers of infants' soft sole shoes.

JOHNIE WALSH

Entered the shoe business at the age of 12 as a scrap boy in the cutting room of the McElroy Sloan Shoe Co. in 1917 and eventually learned to cut shoes.

In 1922 he went to work as a cutter with the Samuels Shoe Co. and while waiting for work would draw designs of what he thought shoe should look like.

Julian Samuels, stylist for the company, saw some of these designs, and recognizing Walsh's ability placed him on the company's designing staff, where he remained for the next five years.

The next eleven years were spent with various pattern companies in St. Louis, who at that time were pro-

Fleming-Joffe, Limited



Jet Colors

Greige

Wood Spice

Red Plush

Wherever you look—
Fleming-Joffe fall colors

in fine reptiles

Oriental
Jewel Tones

Rust

Quartz Colors
in Karungs



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Established 1853

We have been manufacturing paper boxes for 96 years and today we occupy 90,000 feet of floor space which enables us to efficiently serve St. Louis shoe manufacturers with cartons of modern design and construction.



RANDAK KID

GOLD & SILVER

Eye-see becomes I-want when your shoes have the precious RANDAK appeal — 24 k. gold and silver kid, as developed by KOHNSTAMM and made in our own Camden tannery.

RANDAK will not spot or tarnish. Specify this superior metallic leather in your orders.

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DREHER LEATHER MFG. CORP.
100 Gold Street New York 7, N. Y.

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J. R. WEYAND Leather Co.

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THE COLLIS LEATHER CO. LTD.

Aurora, Ontario, Canada

Fine Calf Leathers
Colors, Black, also Suede

BEARDMORE & CO. LTD.

Acton, Ontario, Canada

Oak Sole Leather
Upper Leather Sides

BERKO LEATHER CORP.

Peabody, Mass.

Suede and Finished Splits

EDWARD BLANK SONS & CO.

Philadelphia, Pa.

MERIT Kid, Glazed & Suede

GLEASON LEATHER CO.

Salem, Mass.

Chrome Alum Lambs
Chrome & Vegetable Sheep

THE ALTERSON COMPANY, INC.

New York

Shoe Buckles
Steel or Brass Base

viding styling service for the shoe manufacturers.

In 1938, Walsh joined with C.D.P. Hamilton III and Al. Scheu to form the Hamilton, Scheu, Walsh Shoe Co. In 1948 he withdrew from that company to head his own company, San Loo, Inc.

Johnie Walsh was the original designer of the Casual shoe and holds several patents on this type of construction.

St. Louis Assn. . . .

(Continued from page 32)

Louis Shoe Manufacturers Association and the St. Louis Shoe Manufacturers and Wholesalers merged. Mr. Burton was elected secretary of the combined organization and remained in that position until his resignation on Feb. 15, 1946.

The organization was known as the St. Louis Shoe Manufacturers and Wholesalers Association until 1935 when the name was shortened by dropping the "and Wholesalers".

Activities Expand

With the merger of the two associations the scope of activities was greatly expanded. In 1934 and 1935 they maintained counsel in Washington during the NRA for the purpose of keeping its members informed of latest developments. In 1939 and 1940, the association, in conjunction with the allied industries, had hearings in Washington on the Wage and Hour Bills. During the war the St. Louis Association worked closely with the National Shoe Manufacturers Association in Washington, also the OPA and WPB offices in St. Louis, advising members immediately of any changes in the orders and regulations of these agencies.

Between the years 1940 and 1942 the St. Louis Association sponsored five shoe shows in New York and in 1944 and again in 1946, the Association sponsored in St. Louis.

In 1946, O. C. Orman succeeded Burton as secretary and remained in that post until January, 1948 when he resigned to join the Juvenile Shoe Corporation. In February, 1948 Arthur H. Gale, the present secretary, was appointed to succeed Orman.

Training School Set Up

When World War II loomed on the horizon, the older members remembered the difficulties and obstacles they faced during the 1914-18

In the picture



Strippings IN A
WIDE RANGE OF COLORS AND COMBINATIONS

AGENTS

M. A. Cohen Co., San Francisco 5, Calif.
Leather Products Co., Milwaukee, Wis.
Alfred G. Schwab, Cincinnati, Ohio
J. P. McGrath & Son, Rochester, N. Y.
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UPPER LEATHER REMNANTS

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period and acted to prevent a recurrence of this turmoil. They arranged with Hadley Vocational School in St. Louis to train young people to make shoes. Two classes were set up, one to teach fancy stitching and the other a model-cutting class. They were ready to start other classes but the labor situation was not as acute as during World War I and the others were temporarily shelved.

The Association's newest project, and according to officials of the Association, the most beneficial, is the School of Design at Washington University in St. Louis. The results of this project have more than reached the expectations of even the most optimistic supporters of this plan. The students have shown great interest and skill in this phase of the business and several of them are now employed by various companies in St. Louis. The Designing Class is now in its third year and has as instructor and adviser this year a man well known throughout the industry, John Dunbar, President of the Dunbar Pattern Co.

In 1947 the Association inaugurated a policy of issuing press releases on its members' activities and a public relations program has been set up.

For the shoe shows held outside St. Louis, the Association secures travel and hotel reservations for its members and their customers.

The 136 factories operated by the 31 member companies of the St. Louis Shoe Manufacturers Association produced 91,000,000 pairs of shoes in 1948—enough to put a pair of St. Louis made shoes on three out of every five persons in the United States.

● M. Kolker Shoe Co., Baltimore footwear wholesalers, have moved to 20 South Hanover St.

● Manufacture of leather jackets, gloves, moccasins, belts, purses and other leather items is now a large field for the U. S. Indians, the Interior Dept. reports. Examination of the records of the Indian Arts and Crafts Board shows many are also in the wholesale and retail ends.

● Carlton Senner and William Lupow, employees of Nunn-Bush Shoe Co., recently received electric clocks as gifts from their union after being judged by fellow workers as having contributed most during 1948 to foster co-operative spirit between labor and management at the plant.

You've Modernized Your Shoe Production

WHY NOT YOUR SHOE INSPECTION?



See What's In What's Going Out with Adrian X-Ray Shoe Inspection

The Adrian way to inspect shoes is the modern way "At a glance", the inspector checks stray lasting sacks, staples, arch and shank placement—in fact, the whole interior construction of the shoe.

CUTS INSPECTION TIME IN HALF

The Adrian will save many times its cost in man hours, by enabling inspectors to check twice as many shoes. Because it is a positive method, it eliminates shoe returns with defects otherwise unnoticeable.

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FOR
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MAISON • SKEET • COSSACK

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THE FINISHED SHOE SHOWS THE
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SUPEREES

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**CORDOVAN BUTTS
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VEGETABLE CALF
(*"IT'S TIMBER TANNED"*)

CHROME CALF
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TIPPING

Flexible Splits

EAGLE-OTTAWA LEATHER COMPANY, GRAND HAVEN, MICH.

SPOT News

Massachusetts

● Cindy Shoe Co. is reported to have succeeded Arakelian Mfg. Co., Haverhill footwear manufacturers.

● Jay Shoe Mfg. Co., Cambridge, reports that Alfred Simonetti has been placed in charge of the Casual Dept. and Arthur McKeen is now foreman of the Making Room.

● The involuntary petition in bankruptcy filed in U.S. District Court against Sandalettes, Inc., Lynn (L&S, March 19), is reported to have been filed by Lynn Stay Co., \$408; Day Wood Heel Co., \$16; and Leader Leather and Top Lift Co., \$435. The petition states that on March 7, Sandalettes, Inc., while insolvent, transferred a portion of its property to one or more creditors with intent to prefer them over creditors of the same class.

● Employees of the Wind Innersole & Counter Co., Brockton, are reported receiving dismissal notices as they finish up the current production of cut soles. The firm is curtailing operations. The innersole and counter divisions employ about 125 and the welting company about 50. The latter is not affected by the lay-off.

● Newell W. Moore has been named superintendent of J. T. Wood Co. plant, Ware skating shoe manufacturers. Formerly with the J. F. McElwain Co., Moore succeeds Stephen Tedesco who has gone to Maine.

● A storage shed of the American Hide & Leather Co., Lowell tanners was gutted by fire recently. Principle loss was to maintenance equipment and spare parts.

● Robert Englander is now New England sales representative of Charles Kemler Shoe Co., Boston wholesale firm. He will sell the firm's complete line of men's work and dress shoes, boys' work shoes and rubber footwear for men and women. Englander formerly owned a Boston wholesale firm known as Stadium Shoe Co.

● Majestic Shoe Corp., Lawrence, a division of Consolidated National, has recently re-opened after a six-months shutdown. The factory, operated by Bernard S. Shapiro, manufactures children's and girls' welt shoes to retail around \$5. Robert Goodman, formerly with Saxe-Glassman Shoe Corp., is the new superintendent. Goodman was plant superintendent at Sandler-Goodman Shoe Co., Amesbury, and held the position for two years at Saxe-Glassman.

● Eagle Wood Heel Co., Haverhill, recently installed a wedge department. The firm, operated by Harold Doherty,

formerly turned only hardwood heels. The new department occupies the space formerly devoted to the heel finishing department, now eliminated. Capacity of the wedge department is now 5000-6000 dozen heels weekly.

- Six new England Governors meeting recently in the office of Governor Paul A. Dever of Mass. proposed establishment of a \$2 million regional development authority to survey and promote the New England shoe and other industries. The program, if successful, will be carried out over a 10-year period by an organization to be known as the New England Development Authority.

- Gale Leather Co., Peabody, moved April 15 from its Caller St. address to larger and more modern quarters at 9 Holey St.

- Sea Leathers, Inc., Boston, has been named exclusive distributor for fishskin leathers manufactured by Pacific American Fisheries of Bellingham, Wash. The skin is a by-product of the salmon canning firm's efforts to improve its products. It will be shipped raw to the Boston company for tanning and distribution. Plans call for 100,000 sq. ft. of leather annually which is suitable for footwear, handbags and small leather goods.

New York

- Herbert C. Lee has been elected vice president of A. S. Beck Shoe Corp., New York City. He will have charge of production and development in the women's manufacturing division.

- Three new members have been elected to the board of directors of Endicott-Johnson Corp., Endicott, increasing the board's membership from 11 to 14 members. New members are Herman R. Salem, general manager of the firm's retail stores division; Harvey T. Litterer, superintendent of the rubber manufacturing division; and Fred Dickroeger, general manager of the St. Louis sales division.

- Lucky Step Footwear, Inc., formerly of Brooklyn, is reported to have moved to 136 Green St., New York City.

- Ambrose J. Seitz, vice president of traffic for Union Pacific, has been elected executive vice president. William T. Burns, general freight traffic manager, succeeds Seitz as traffic vice president. James R. MacAnally was named general freight traffic manager and Norman B. Marvin promoted to assistant freight traffic manager.

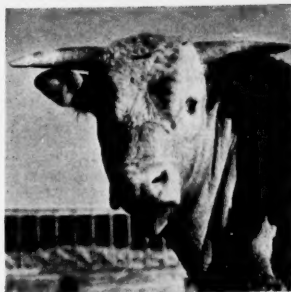
- St. Lawrence Valley Footwear Corp., a new firm, will take over a plant in Constable formerly operated by Adirondack Footwear Co. and manufacture children's footwear. Arthur B. Savage is president. The Adirondack firm recently moved to Antwerp.

- The executive, buying and advertising offices of The Coward Shoe have been moved from 270 Greenwich St. to the Empire State Building, New York City.

Picture of a Fellow about to Lose His Shirt

And his pants, too. But you win—because it's from hides of fine steers like this that we make our leathers . . .

First quality raw materials plus currying and finishing by men who know their jobs—those are the reasons why Brown products assure you outstanding service and economy. If it's belting, hydraulic, textile or other special leathers, phone, wire or write—



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Whites

reported building a new \$3,500,000 dyestuff plant at Buffalo despite a drop in business. Funds for the project bring to \$10 million the total allocated for plant expansion in the past five years. Several hundred employees were laid off late in 1948 due to falling demand for dyestuffs and other products.

● Tropical Footwear Co. recently opened in Brooklyn. The firm is manufacturing a line of women's shoes.

● Clinton Sales Co., Inc., has absorbed The Benham Co., New York bulk corn products broker. George F. Benham has retired and Benham activities as bulk broker for Clinton Industries, Inc., Clinton, Iowa, corn products manufacturers, will be handled by Clinton Sales Co. in New York City under M. Riley Owens, New York sales manager. Personnel of the Benham Co. will be retained.

Washington, D. C.

● A decline of an hour and a half or more in the average work week for the leather industry occurred in the past year, according to the Federal Reserve Bulletin. For industry as a whole, the decline was two percent equal to one full hour. The rate of hiring (3.3 per 100 employees in Jan.) was well below the rate for any Jan. in recent years. Lay-offs rose sharply to the highest Jan. rate for all industry since the late thirties and was more than twice the rate reported in Jan., 1948.

● Of 435,000 persons presently employed in the manufacture of leather and leather products, about 431,000 are now covered by the provisions of the Fair Labor Standards Act of Sept., 1947, according to the Labor Dept. Of these, 418,000 are subject to the minimum wage provisions, while 13,000 are exempt from minimum wage and overtime provisions.

Ohio

● George J. Martin, has been named a special sales assistant for the Diamond Alkali Co., Cleveland. Martin, with Carl Antholz, Inc., since 1947, was previously associated with the Sandoz Chemical Works, Inc., for 18 years.

● Robert L. Holzemer, assistant sales manager of Williams Shoe Mfg. Co., Portsmouth, received the annual (1948) distinguished service award of the Portsmouth Junior Chamber of Commerce. The award was given for all-around community leadership during last year.

Missouri

● W. P. Kahle Shoe Co., St. Louis manufacturer of growing girls' ballet-type slippers has incorporated as W. P. Kahle Footwear Co. with \$100,000 authorized capital stock.

● John L. Gillis, director of Monsanto Chemical Co.'s foreign division, has been appointed to the firm's eastern Merrimac Division. He succeeds

Josiah B. Rutter, vice president and general manager of the Merrimac Division, who is ill. Headquarters are in Boston. Marshall E. Young, assistant to Gillis, will assume duties as director of the foreign department.

● The new pre-fall line of DeLise Debs is now in salesmen's hands and scheduled for retail display during late June and July. Lasts are predominantly open toed and patterns feature pumps with treatments, the instep strap, and the sandal with ankle strap. Suede and reptile leathers will rule with black, brown, green and blue in that order for colors.

● International Shoe Co. has revealed that it is slanting more of its women's shoes toward the \$10.95 price point. Three lines affected are Vitality Queen and Dorothy Dodd shoes manufactured by Vitality Shoe Co., Queen Quality Shoe Co., and Dorothy Dodd Shoe Co., specialty divisions of the company. No price changes are contemplated.

● San Loo, Inc., women's shoe manufacturer in St. Louis, is reported planning to add \$100,000 new capital to pay off existing debts and expand production facilities. Stockholders are reported to have voted to increase the firm's capital from \$200,000 to \$300,000. The company will issue 5000 shares of five percent cumulative preferred stock, par value \$10, callable at \$12.50 per share, and 5000 shares of no par value common stock.



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GARMENT ● HORSE ● COW BELLIES ● DEERSKINS ● SPLITS
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WINSLOW



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FULL CHROME TANNED
LAMBSKINS

WINSLOW BROS. & SMITH COMPANY

STORES: BOSTON, 97 SOUTH ST. ● NEW YORK, 12 SPRUCE STREET ● CHICAGO, 173 NO. FRANKLIN ST.

LETTERS

EDITOR, LEATHER AND SHOES
10 High Street
Boston 10, Mass.

We enjoy reading regularly the editorials you publish in *Leather and Shoes* and in many cases have made sure that they are read by all the key people in our organization. However, to compliment you sincerely without adding our honest criticism would do you an injustice and we wish to make the following comments:

In your editorial of March 19, entitled "Stability Isn't Security", many of your comments are no doubt justified, but did you ever stop to think that perhaps one of the greatest weaknesses of our industry is not inefficiency of production but rather our feeble effort to sell the consuming public through the medium of our own trade papers, on the proposition that most shoes compare favorably with other consumers' goods as far as intrinsic value is concerned? Shoes have long been a football for economic columnists and it seems to us that a trade paper published of, by, and for the shoe industry would be considerably wiser in extolling the efficiencies of the industry than in magnifying the inefficiencies of which we are too well aware.

We trust that the above comment will be received in the same spirit that they are made and we wish to repeat the fact that generally speaking we of the *Leverenz Shoe Company* enjoy not only the editorials but also the entire publication.

Robert H. Leverenz, Vice President
Leverenz Shoe Company
Sheboygan, Wisc.

Reply

Dear Mr. Leverenz:

Thank you for your letter commenting upon our editorials. We certainly benefit by any type of constructive criticism.

Now, as a trade paper we are in no position to "sell" the public on the good values it receives in footwear for the prices it pays—despite the fact that we, like most shoe manufacturers, fully believe that the public is receiving its money's worth, and then some. However, because trade papers are not read by the general public it cannot influence public thinking.

On the other hand, an honest, progressive trade publication, in our opinion, should devote itself to improving and making more prosperous the industry it serves. This cannot be done through flattery and compliments, deserved as they occasionally are. Within our own family, the shoe industry, we can and must be constantly critical of ourselves in a constructive way so that shortcomings are overcome and our position strengthened. The purpose is not to magnify our inefficiencies, but rather to convert our inefficiencies into more productive values. Such a policy, we believe, helps achieve

our stated purpose; to improve and make more prosperous the industry we serve. After all, it is the consumer who is the final boss. If he is determined to have lower priced footwear, then the industry must conform, or else . . . This does not mean that the manufacturer or retailer must destroy his profit or cut his prices to unfair (to himself) levels. Our contention is simply this: that by studying the factors which comprise costs it is possible to reduce these costs (manufacturing or retailing) and hence justify reductions in prices without infringement on fair profits; also, by such price reductions we provide incentives for higher shoe consumption, production and sales. It is certainly not a "new" theory, in that it has been the basic principle of American business enterprise since the beginning.

We make every effort to extol the virtues of our industry when addressing

outsiders. But when we speak within our own family we try to stress our soft spots with a view to strengthening them and thereby improve the over-all structure of the industry.

And we are the first to admit that our aim sometimes goes askew, leaving us open to justifiable criticism. There is only one way to escape this; by straddling the fence" editorially. We long ago decided against such a negative policy, feeling that we would be contributing nothing to the industry to which we are dedicated. If in this case we have stuck out our chin a bit too far, then credit to you and others for being alert enough to recognize the opportunity for taking a swing at it. And if in the future you feel that similar opportunities arise, please swing again. Be sure of one thing: we won't duck.

Editor, *Leather and Shoes*.

LABOR NEWS

Communist plans for "colonizing" the New England leather and other key industries were revealed at a recent session of the Federal Court trial of 11 U.S. Communist leaders. Herbert A. Philbrick who spent nine years with the Communist Party in Boston as a "contact man" for the FBI said he was one of 100 party members who were told "to adopt the policy of colonizing, that is taking jobs in key industries."

"These included the New England textile plants, the leather industry, which is important in Boston, the Boston and Maine Railroad, and the General Electric plant in Lynn producing jet engines. These were plants where the colonizers were to work," Philbrick testified.

He added that the automobile, steel, coal, railroad, lumber and maritime industries in all parts of the country were included in the Communist program to recruit 10,000 workers for "mass struggles."

United Shoe Workers of America, CIO, is seeking a 30-hour week for worker-members employed in four plants of Brown Shoe Co., St. Louis, it is reported. The plants are located in Salem, Mattoon, and Cairo, Ill., and Vincennes, Ind.

No new wage demands were reported as present agreements are in effect until the fall. The company has an automatic cost-of-living wage escalator agreement with the union. Additional vacations have also been raised.

Close to 2200 workers of Selby Shoe Co., Portsmouth, O., members of Local 117, United Shoe Workers of America, CIO, have voted to discontinue an existing automatic cost-of-living wage agreement now in effect. The escalator clause, adopted in 1946, has to date resulted in total wage increases of 22-cents-an-hour.

The union is also asking a mini-

mum hiring rate of 85-cents hourly, graduating to \$1 after six months; higher piecework rates; and a sixth paid holiday. The firm has made no comment on the present contract which expires April 30.

The Mass Leather Manufacturers Assn., Peabody, is blaming the absence of a contract between Mass. leather manufacturers and the International Fur & Leather Workers Union, CIO, as the cause of "an atmosphere of cautious buying on the part of shoe manufacturers and other buyers." The association warns that additional costs may result in decreased employment.

Strike committees of member locals of the union scheduled meetings this week to discuss recommendations to be made at a general mass meeting. Under consideration is an association offer of one additional paid holiday and increased Blue Cross benefits in a two year contract with provision to reopen wage negotiations once during the period.

Brockton-Maid Shoe Co., Rockland, Mass., will move from its present location unless it receives a new price list from the Brotherhood of Shoe and Allied Craftsmen, Brockton independent union, according to company officials.

Harold C. Sears, union secretary-treasurer, reports that the firm has requested a wage cut for employees. It now employs about 125 workers manufacturing women's shoes and was organized in 1946.

The National Labor Relations Board has ordered Westex Boot & Shoe Co., Wichita Falls, Texas, to cease and desist from discouraging employees from joining the AFL and threatening employees with economic reprisal because of union affiliations. The firm was also ordered to reinstate seven former employees with

back pay after discharging them due to union activities.

Union officials have begun a drive in Congress to enact the proposed labor extension bill. This bipartisan measure, backed by the AFL, seeks to have furnished to wage earners certain types of information, etc. comparable to the extension work undertaken for farmers for the Dept. of Agriculture. The bill has been reported favorably to the Senate Committee on Labor and Public Welfare.

About 225 work stoppages involving 80,000 workers began in Feb., the Bureau of Labor Statistics, Dept. of Labor, reports. In Jan., the same number of stoppages affected 70,000 workers. Idleness at plants or establishments directly involved in work stoppages declined to an estimated 650,000 man-days as against 800,000 man-days in Jan.

Altogether, about 350 stoppages involving 120,000 workers were in effect at some time during the month. Some were continued over from previous months. A year ago, 367 stoppages were in effect involving a total of 132,000 workers.

SPOT News

Massachusetts

● John A. Frye Shoe Co., Marlboro, has transferred controlling interest to a newly-formed corporation to be known as John A. Frye Shoe Co., Inc. Donald A. Ireland will be president and treasurer; Chauncey Brody, assistant treasurer; H. Fried, clerk; and John Frye, stockholder and director. The policy of the new firm will remain substantially the same. The factory manufactures men's work and dress shoes, cowboy and ski boots, and has a capacity of 4000 pairs daily.

● A. Levine & Co., Lynn, manufacturers of toplifts, recently moved from 51 Bennet St. to 747 Washington St.

● L. G. Balfour Co., Attleboro leather goods and novelty manufacturers,

has purchased additional property adjoining its main factories. The space will be used for future expansion, according to president L. G. Balfour.

New York

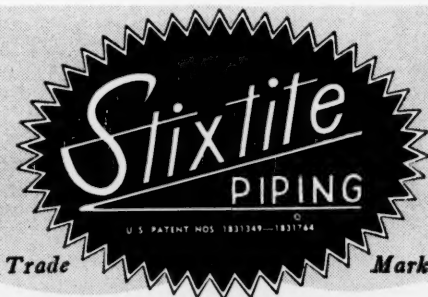
● Golden Shoe Co., New York City shoe wholesalers, is reported to have been assigned for the benefit of creditors to Sydney B. Levy.

● Elite Footwear Corp., Brooklyn's men's slipper manufacturers, has been consolidated with Townley Footwear, Inc., also of Brooklyn, it is reported. The consolidated business will henceforth be known under the name of Townley-Elite Footwear, Inc., with offices at 2026 Pacific St.

● Service Shoe Co., New York City footwear wholesalers, recently moved from 125 W. 65th St. to 118 West Broadway.

● Wolsan, Ltd., a new shoe manufacturing firm, has been formed in New York City by Morris Wolock to produce shoes retailing at \$18.95 to \$24.95. Wolock formerly headed Morris Wolock & Co. Anticipated production of the new firm is 2000 pairs weekly and the new line will be shown

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CHARMOOZ

THE PERFECT SUEDE LEATHER

BLACK AND COLORS

AMALGAMATED LEATHER CO'S, INC.
WILMINGTON 99, DELAWARE

for fall selling during the first week in May. Single sole shoes, platform styles and medium high heels will be included in the line.

- Eastern Footwear Corp., footwear manufacturers at Dolgeville and New York City, has made a first payment of \$60,000 to creditors under a plan of arrangement, it is reported.

Nebraska

- Union Pacific Railroad has announced a decrease of 14 percent in the number of freight loss and damage claims presented in 1948 from the total submitted in 1947. The company has instituted an active program to help both railroad employees and both shippers and receivers of freight correct shipping faults. This includes faults in packaging, container and loading methods.

Minnesota

- A clinic round table discussion by prominent shoemen will feature the Northwest Shoe Travelers Convention, April 30-May 3 at the St. Paul Hotel, St. Paul. The clinic will discuss merchandising men's, women's and children's shoes. Some 150 lines will be represented at the show.

California

- Allied Shoe Mfg Co., Inc., Los Angeles footwear manufacturers, was recently organized by Edward O. Steine, Ann Schwartz and Sid Schwarz. Authorized capital is reported at \$250,000 representing 2500 shares of stock at \$100 par value.

- George Finkelman, footwear wholesaler at Los Angeles, recently moved to larger quarters at 109 E. 8th St.

Illinois

- Construction of a new warehouse in Chicago for United States Rubber Co., New York City, is expected to be completed by May 15. The warehouse will handle distribution of merchandise for the Midwest and will carry footwear and clothing, mechanical goods such as belting, tires and numerous other items manufactured by the company.

Canada

- Control of Acme Glove Works Ltd., Montreal, has been acquired by J. Louis Levesque, president of Credit Inter-provincial, Montreal investment dealers. The acquisition is for Levesque's personal account.

- Sunical Shoe Factory, Ltd., Econido footwear manufacturers, is reported recently reorganized by Sam Duga.

- Casual Footwear Ltd. of Montreal has been adjudged bankrupt under the Bankruptcy Act and David Grobstein has been named custodian, it is reported.

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PERSONNEL

● George J. Martin has been appointed specialty sales staff assistant with Diamond Alkali Co., Cleveland. He will work closely with Martin Dennis Co., a Diamond subsidiary, manufacturing tanolin, bichromate of soda and fat liquors for the tanning industry.

● Walter L. Netzer, formerly manager of the wood heel covering plant of the Vulcan Corp. at Rochester, N.Y. is now manager of the Portsmouth, O. wood heel plant. He succeeds Carl Miller who is retiring. Samuel Tapperson succeeds Netzer at the Rochester plant. Julius Tellman, Jr., has been named credit manager succeeding the late Joseph A. Breen who died Feb. 11. Miller has been in charge of the Portsmouth plant since 1927.

● G. Edwin Smith, chairman of the board of directors of G. Edwin Smith Shoe Co., Columbus, O. women's shoe manufacturers, has been re-appointed to his present position as has Paul M. Smith, president. All other officers and directors were also re-elected at the annual meeting recently. G. Ed-

win Smith was named president of Nisley Shoe Co., wholly-owned subsidiary of the Smith Co., operating 51 retail shoe stores in the U.S., Frank W. Whiteley is vice president; Russel L. Urban, treasurer; William C. Greet, secretary; and G. Edwin Smith II, assistant secretary.

● George Bergeron has been named vice-president of the Sidney Caplan footwear companies of Penetang and Midland, Toronto, Ont. Bergeron was formerly in charge of industrial sales of Dominion Rubber Co.

● J. S. McKindsey, formerly sales manager of Tillsonburg Shoe Co., Tillsonburg, Ont., has recently been appointed head of Gro-Cord Rubber Co. of Canada, Ltd., a new subsidiary of Gro-Cord Rubber Co., Lima, O., U.S.A.

● Samuel Post has taken on the line of Fairmount Shoe Co., Inc., Lynn, operated by Benjamin Podolsky and Jacob Dipperstein. Post will sell the company's line of women's sport oxfords and will have his offices at 111 Lincoln St., Boston.

● Daniel S. Griffin is now sales representative for O'Donnell Shoe Corp., Humboldt. He will cover the East and maintain offices in the Marbridge Bldg., New York City.

● Houghton D. Vaughan, assistant vice president of General Shoe Corp., Nashville, Tenn., has been elected a vice president, and T. Douglas Oxford, credit manager, elected assistant treasurer at a meeting of the board of directors, April 7.

● J. J. Scott will organize a new customer service department for Craddock-Terry Shoe Co., Lynchburg, Va. Formerly with International Shoe Co. for the past 15 years, Scott will head the new department designed to assist retailers in operating more efficiently.

● Ferdinand B. Zienty, assistant director of research in the organic division of Monsanto Chemical Co., St. Louis, has been elected chairman of the St. Louis section of the American Chemical Society.

● Roy E. Tilles, Sr., has been re-elected president of the Textile Color Card Assn., New York City. New directors elected were: Jules L. Foreman, president of Foreman Fabrics Corp., and Robert A. Ramsdell, manager nylon division, E.I. du Pont de Nemours & Co., Inc.

● Murray Strasburg has been appointed manager of the Los Angeles sales branch of Swank, Inc., Attleboro, Mass. manufacturers of men's leather, jewelry and accessories.

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STAINLESS SUMAC • ORDINARY SUMAC
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Leather MARKETS

Market continues slow. Best tannages get first choice from buyers. Suedes not moving as expected. Kips strong. Large sides weak.

New York Markets

Tanners still report business as slow in upper leathers now that the rush for filling Easter shoe orders is over. The trouble tanners are having is getting the right hides to fill the wanted types of upper leather and prices of the hides are not cheap. On the other hand, when they try to sell the leather much pressure for lower prices is felt and the tanners are in the middle of a squeeze. Some tanners have advanced lists while others have not changed. With the present press for lower prices all around they are having their difficulties even in trying to hold to their lists of the past several months. Chrome tanned corrected grain large spread leather is available at 40c and down on the average with some choice tannages running up to 50-52c. Kips quoted 54-58c and down.

The situation in calf shows little change with the demand slow. List prices are holding firm but as in most other leathers much pressure to reduce them is being noted. Usual range of prices run

from 85c to \$1.05 with up to \$1.20 on good grade suede calf and it is possible to buy smooth calf at down to 80c. It is said that the 70c of several weeks ago is no longer possible.

A lack of supply of splits rather than the slow demand for flexible bends is reported as the reason bends are not showing much action. Business could be had but sellers are not trying to get business until they can be assured of a supply of splits. Flexible bend manufacturers depend mostly on the bag and furniture trades for their splits and as substitutes are cutting into the business of these trades the supply of splits is down. Price lists on flexible bends are unchanged with heavy $5\frac{1}{2}$ to 7 iron quoted at 48c, medium $4\frac{1}{2}$ -5 iron 43-44c and the light 3-4 $\frac{1}{2}$ iron at 33-35c.

Tanners report doing sole business from day to day but that it could stand improvement. Bends are quoted here from 60 to 62c with the light end a little more firm than the heavy. Bellies are also selling with prices quoted 34 to 35c for cows and steers although some report business going on at a cent less. It is hard to get a definite price on double shoulders but they are selling in the low 50's according to reports. Single shoulders, light, heads off have hold at 43c but the heavies are usually around 37c. The market is still very mixed and tanners feel that business will improve when the cutting for the Fall run of shoes begins.

LEATHER: ITS PRICE AND TREND

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1948 HIGH
CALF (Men's HM)	95-1.15	95-1.10	95-1.10	1.30-1.48
CALF (Women's)	80-1.05	85-1.05	88-98	1.40-1.48
CALF SUEDE	1.00-1.20	1.00-1.25	1.00-1.30	1.45-1.90
KID (Black Glazed)	50-75	55-80	50-75	70-90
KID SUEDE	50-75	50-75	60-80	70-90
PATENT (Extreme)	48-56	48-56	52-56	76-82
SHEEP (Russet Linings)	20-22	18-20	19-23	23-25
KIPS (Corrected)	53-58	50-55	54-58	70-75
EXTREMES (Corrected)	45-51	45-51	48-53	60-65
WORK ELK (Corrected)	44-48	44-48	48-51	56-60
SOLE (Light Bends)	60-63	58-61	72-76	90-95
BELLIES	32-36	32-35	34-36	44-47
SHOULDERS (Dble. Rgh.)	49-54	50-55	63-65	77-80
SPLITS (Lt. Suede)	37-43	38-44	39-41	41-45
SPLITS (Finished Linings)	20-23	21-23	19-21	27
SPLITS (Gussets)	18-19	18-19	17-19	21-22
WELTING ($\frac{1}{2}$ x $\frac{1}{8}$)	8 $\frac{1}{4}$	8 $\frac{1}{4}$	10-10 $\frac{1}{2}$	11-11 $\frac{1}{2}$
LIGHT NATIVE COWS	24 $\frac{1}{2}$ -25	23 $\frac{1}{2}$ -24	26 $\frac{1}{2}$ -28	33

All prices quoted are the range on best selection of standard tannages using quality rawstock.

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MILWAUKEE - A. W. Tannery

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LOS ANGELES - AU. 2 - L. H.

BOSTON - Merchants (Leather)

PHILADELPHIA - Schenck

Leather Co.

Sole Leather

Boston tanners report small interest. Light bends in best demand. Some heavies wanted but not enough to keep even low present production sold up. While prices remain steady there is underlying weakness that permeates all commodities. Prices quoted below indicate actual trading of importance. Some small lots of so called superior tannages might bring a few cents more.

Light Bends: 61-63.
Medium Bends: 60-61.
Heavy Bends: 59-62.

Philadelphia sole leather tanners report finding bends and cut stock are continuing in good demand. Heavy and medium weights in nearly all selections are wanted for immediate and future delivery. Light weights are not available in large quantities because tanners have sold out inventories and are keeping present production at a minimum in view current limited demand. New business on factory bends is only fair. Orders representing a broad cross section of the large shoe manufacturing centers indicate extreme price consciousness on the part of shoe factories. The fact that orders are small also evidences a hesitancy to buy more than is actually needed for immediate use.

Sole Leather Offal

"A generally spotty market," say Boston offal dealers. Prices steady as a rule. Bellies get very moderate sale. Single shoulders with heads on get best action in light weights. Double rough shoulders quoted at various prices up to 55c but bulk of business done at much less. Heads slow with up to 19c asked. Shanks not active. Quotations on standard tannage leather follow:

Bellies: Steers 34-36c. Cows 31-33c. Single Shoulders, heads on: Lights 41-45c. Heavies 37-40c.
Double Rough shoulders: 50-55c.
Heads: 16-19c.

Welting

Perhaps most important welting news is widespread use of synthetic welting to meet price ideas of shoe buyers. Next in importance is sampling being done on specialty welting. To dress up men's and boys shoes specialty welting has now become a staple. On regular Goodyear welting there is moderate business done but manufac-

turers say they are not happy. Just a small increase in demand would change all this and they see such demand coming with the start of fall production. Goodyear flat welting sells today on the basis of 8¼c for ½ by 1/8 inch stock.

Calf Leathers

Boston tanners report slower business in both men's and women's weights. Top grades of men's continue in good demand but this accounts for but a small percentage of production. The middle and lower grades are definitely slow. In women's weights general demand not up to expectations. Lower grades are fairly well cleaned up but middle grades, those up to 90c, have not had as many friends as up to ten days ago. Calf suede holds off. Buyers want it badly but hesitate to commit themselves for fall delivery. One tanner said: "According to best opinions, suede will be very big this fall. However, everyone is afraid to buy it or anything else now. This means we'll have one hell of a rush when buying really gets underway." The following quotations are for standard calf lines.

Men's weights: B \$1.10-1.15; C \$1.50-1.07; D 85c-99c; X 75c-95c; XX 60c.

Women's weights: B 88c-\$1.05; C 83c-97c; D 78c-89c; X 73c-86c; XX 60c-70c.

Suede: \$1.10-\$1.20; \$1.03-\$1.10; 90c-93c.

Colors 2-5 cents more.

Kid Leathers

Philadelphia kid leather tanners report only fair business in black glazed. Black suede is going along much better although demand is weak on top grades.

There appears to be a definite shortage of white glazed according to several sources who are unable to fill new orders. Efforts to supply the entire requirements of the market will be limited because it is too late in the season to catch up with production on certain types of summer shoes. Nobody wants to hold an inventory of white kid because of its perishable quality in color tone.

Linings are moving with ease in black and brown. The quantity available is smaller than it would be if tanners were willing to meet present demand. There is an apparent lack of enthusiasm to go into darker shades. Although linings have a waterproof finish, it is somewhat doubt-

ful that black and brown will hold up as well as lighter shades and a certain amount of complaints are anticipated. All grades in fawn, water lily, beige and pastels are said to be selling well.

Colors are slow. A little brown glazed sells regularly in men's russet and women's town brown. Various shades of green suede are getting a moderate amount of attention with emphasis on forest green which is making a good showing in the sampling stages. Brown suede hold the favored position in the color field for fall shoes. Blue suede has fallen off and new orders are not expected to pick up for some time.

Tanners note a slight weakening in rawstock prices but it's not enough to effect the price of finished kid. Buying continues on a hand-to-mouth basis. Spot buying is considered the safest bet. Even though it has a number of disadvantages, tanners prefer to work close to the source of supply in view of the uncertainty of customers' requirements.

Boston tanners feel general buyer hesitation. Suedes, expected to be in big demand at this time, find new orders small. Buyers agree that they want suede for fall shoes but can't seem to get up nerve enough to buy now. Between 50 and 75c accounts for most suede business. Between 50 and 70c finds buyers slightly interested in black glazed, women's weights. In men's glazed there is small business done between 70 and 85c. Linings bring between 26 and 36c for bulk of business. Above 36c little done.

Patent Leather

No change in Boston patent market. Buyers still coy, sellers resigned. Even tremendous mark-downs not bringing much business. A few good sales have been made in last month or so at prices that seem very low. The following quotations are not being obtained, but here they are for your edification.

Kips: A 69-79; B 66-74; C 63-69; D 60-64.

Extremes: B 60-66; C 57-61; D 52-56; X 48-51; XX 42-46.

Large: C 54-58; D 50-54; X 47-50; XX 41-45.

Sheep Leathers

Boston tanners say ten percent lower prices at New Zealand auctions mean little in prices of shoe linings. However, buyers fight for lower prices. In russet linings best business done in grades between 12 and 16c. Hat-sweat

0022 qty 12

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STYLE	QUAN.	AMOUNT
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gives the shoe manufacturer office control of both pay and production.

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THE RUMPF PUBLISHING COMPANY

300 W. Adams St., Chicago 6

brings up to about 28c in moderate sales, best sales at several cents lower. Novelty and garment sheep far from active.

Russets Linings: 23, 20, 18, 16, 14, 12, 10.

Russets Hat-Sweat: 28, 26, 24.

Colored Veg. Linings: 23, 21, 19.

Chrome Linings: 30, 28, 26, 24.

Side Leathers

Best tannages get fair business in Boston market. Poorer tannages find going tough, unless very cheap. Then business can be done in certain quarters. Heavy aniline types still fairly active but extremes in such leather softer in price. Usually light weights are quiet, but here and there, especially in high colors, there is quiet business being done. Prices not too firm. Kips, on the other hand, are stronger. Quotations following indicate range for standard tannages.

Heavy Aniline Extremes: B 56-58; C 52-54; D 46-49; X 42-43.

Corrected Kips: B 54-58; C 52-56; D 50-53; X 44-46.

Corrected Extremes: 49-55; 47-53; 45-51; 41-45.

Corrected Large: 44-48; 42-46; 40-44; 36-40.

Work Elk: 46-51; 44-49; 42-47; 40-45.

Splits

New business slow in Boston district. Suedes disappointing. Best suedes sell well but all others lag. Buyers agree that they want suede for future use, yet all show fear of commitments. Soft sole splits moderately active. Finished linings get small regular call. Retan sole splits not as active as heretofore. Work shoe dull.

Suede Light: 36-44; 34-41; 32-38.

Suede Heavy: 44-47; 42-44; 39-41.

Retan Sole: 40, 38, 35, 33, 30.

Finished Linings: 18-20; 20-23; 22-25.

Harness Leather

A few Midwestern tanneries are still working on late spring orders, but the bulk of the business is now past. Latest prices quoted by tanners are 73c for the A grade, B grade 69c, C grade 65c and D grade 61c. Backs are 11c per pound additional. Extra heavy leather, in most instances, is offered on application only.

Belting Leathers

Belting leather tanners report a slow market on rough bend butts. Production is off and a shortage of ex-heavies and ex-lights is beginning to materialize. Tanners are avoiding accumulations regardless of market possibilities of sales. With the hide market uncertain as it has been in the past month tanners want to see some leveling off before buying for future use.

Shoulders are making a fair showing. Waist belt demand is at a low ebb and wetting manufacturers can't be sure of breaking even (to say nothing of profit) at the present quotations on shoulders. Heads sell when tanners have a large enough quantity to push. Bellies at 35c are active.

Carriers report mixed reaction to the current market. In several instances new



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Send for testing samples in either silk or nylon.



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BRANCH OFFICES: CHICAGO, ROCHESTER, BOSTON, NEW YORK, CINCINNATI, BALTIMORE, LOS ANGELES, GLYNNESVILLE, N.Y.

SINCE 1893
TANNERS OF
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orders were encouraging although business was still not up to a normal level. Less optimism was expressed by those sources who found bookings relatively less active.

BELTING LEATHERS

No. 2 Ex. heavy\$.94
No. 2 Ex. light90
No. 3 Ex. heavy90
No. 3 Ex. light96

CURRIED BELTING

	Best	2	3
Bend Butts	1.22-1.33	1.18-1.30	1.14-1.15
Centers (12")	1.51-1.82	1.41-1.88	1.27-1.30
Centers (24")	1.47-1.60	1.41-1.56	1.30-1.30
Centers (28" & up)	1.30-1.55	1.26-1.51	1.08-1.30
Wide Sides	1.18-1.30	1.14-1.26	1.07-1.08
Narrow Sides	1.10-1.14	1.06-1.10	.97-1.05
(Ex. lights 8-12c more; lights 3 to 5c more; ex. heavies 3 to 10c more)			

Bag, Case and Strap

Midwestern tanners report a slow market at the moment. With the spring season now past, they will in the next few weeks concentrate on fall business. Already, a few orders are trickling in consisting of orders for book binders and briefcases, although the volume is small. Prices have been holding steady the past week. The general dullness has led some tanneries to operate on a 32-hour week only. The majority of tanners attribute the 20 percent luxury tax as one of the main reasons for the lack of consumer buying interest. Other reasons, as in the case of most leather markets, is the over-all lack of

demand and the weakness in the cattle-hide market.

2 oz. case 48, 45, 42c; 2½ oz. case 51, 48, 45c; 3½ oz. case 58, 55, 52c; 4 oz. strap 62, 59, 56; 5 oz. strap 66, 63, 60c.

Garment Leathers

Sheep leather prices have been holding firm, although business has not been too good. The relatively short supply of domestic skins and the New Zealand market maintaining strong prices have been the primary reasons for the tone in this market. Demand is reported anywhere from poor to fair. Men's garment suede is quoted at 26c and down to 22c on grain garment. The garment market is reported as anything but good. The horsehide leather market is dull. The average horsehide leather brings about 35c, with the very best quoted up to 38c.

Glove Leathers

The glove business practically at a standstill and leather business is not much better. Some custom dressers are operating at reduced capacity but most commercial tanners are just limping along hoping for a miracle.

Raw skin prices are definitely weaker but buyers here are showing little interest. Any leather buyer with a fair sized order in his hand could break the price of most any type of leather by just waving it in the air. There is no incentive to adjust prices while leather buyers are simply interested in fill-ins.

Fall color promotions are beginning to take shape. Twelve colors will be featured.

Interest is thin in the Midwestern work glove market. Following last week's penny reduction in glove splits, there have been no further price changes. Production is low, with most tanneries working only on a small percentage of their full capacity. Glove splits, in the light-medium weights, 19c, and in a few cases, as high as 20c, are quoted at 19, 18 and 17c for No. 1, 2 and 3 grades, respectively. Regular tannery run glove leather brings about 19c, and in a few cases, as high as 20c.

Specialists in SPLITS



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TANNERS OF
GLOVE LEATHERS
HORSEHIDES
CHROME SPLITS
DEERSKINS
COW BELLIES
SHANKS

These are times of specialization. Our entire organization has devoted its efforts in developing—Superb Splits—that top them all.

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SMOOTH AND ELK SIDE LEATHER

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VEGETABLE

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CHROME RETAN SOLE LEATHER

Velvet Finished and Waterproofed

• • •
Contract Tanning

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Leather Company

1830 S. THIRD ST., MILWAUKEE 4, WIS.

Grade	Cabrettas	Grey Pecary	Deer-skins	Domestics
1	75c	85c	55c	33c
2	70	80	50	30
3	65	65	45	27
4	60	45	35	24
5	50	35	25	21
6	35	25	20	
7	28	20	15	

Grade	Suedes Men's Grey	Domestics
1	40	40
2	32	32
3	22	

TANNING Materials

Firmer Tone In Oil Market

Recent signs of strength in the tallow and grease markets, due to in-

LEATHER and SHOES—April 16, 1949

creased export demand, influenced a firmer tone on tanning oils. There was some increase in buying interest on the part of tanners whose inventories are believed to be low and more frequent purchases were noted; the general character of buying, however, was the same and prices on most items were unchanged.

Inquiry for tanning materials was perfunctory with demand on a restricted basis according to actual needs; quotations were unchanged. The \$90.00 per ton asking price on valonia cups as first noted last month, continued without change but development in the market was not anticipated. Short crops were the cause of this higher price and it is reported that greater quantities are being used in Germany where tanning operations are on the increase.

New business on tanning extracts was placed as current operations warranted, with prices steady. Powdered valonia extract was quoted at 141 $\frac{1}{4}$ to 141 $\frac{1}{2}$ c.

Raw Tanning Materials

Divi divi, shipment, bags.....	\$68.00-78.00
Wattle bark, ton	\$80.00-83.00
Sumac, 28% leaf	\$75.00
30% leaf	\$80.00
Myrobalans, J, ls, \$61.00-62.00,	
J, 2s	\$55.00
Valonia Cups, 30-32% guaranteed	\$90.00

Tanning Extracts

Chestnut extract, clarified, 25% tannin, tks.	lb. .039
Bbls., l.c.l., 64% c.l.	lb. .046
Powdered, bags, c.l.11
Cutch, solid Borneo, plus duty.....	.081 $\frac{1}{2}$
Gambier Extract, 25% tannin,	
bbls.091 $\frac{1}{2}$.12
Hemlock extract, 25% tannin, tk cars,	
f.o.b. wks.0525
Bbls., c.l. and l.c.l.0675
Oak bark extract, 25% tannin, lb.	
Quebracho extract	
Solid, ord., basis 63% tannin, c.l.,	
plus duty10 23/32
Solid, clar., basis 64% tannin, c.l.11 13/32
Liquid, basis 35% tannin, bbls.09
Ground extract17 $\frac{1}{2}$
Powdered super spruce, bags, c.l.	
.051 $\frac{1}{4}$; l.c.l.051 $\frac{1}{2}$
Spruce extract, lb. bbls., c.l. .021 $\frac{1}{2}$,	
l.c.l., 63 $\frac{1}{4}$; tks.01 $\frac{1}{4}$
tks., 6 $\frac{1}{2}$ -6 $\frac{3}{4}$; bbls.06 $\frac{1}{4}$
Wattle bark extract, solid.....	.09-.09 $\frac{1}{2}$

Tanners' Oils

Cod oil, Nfld., tank cars \$1.50, drums.....	\$1.55
Castor oil No 1 C.P. drs. l.c.l.21
Sulphonated castor oil, 75%18
Cod, sulphonated, pure 25% moisture.....	.17
Cod, sulphonated, 25% added mineral.....	.13
Cod, sulphonated, 50% added mineral.....	.11
Linseed, raw tks., drums, c. l. and	
l.c.l.340-.369
Neatsfoot, 20° C.T.31
Neatsfoot, 30° C.T.29
Neatsfoot, 40° C.T.25
Neatsfoot, extra drums270
Neatsfoot, No. 1, drums260
Neatsfoot, sulphonated19
Olive, dom. denatured, bbls., gal.....	4.00-4.25
Waterless Moellon20
Moellon, 20% water18
Moellon, 25% water17
Artificial Moellon, 25% moisture17
Chamois Moellon17
Common degrass10-.12
Neutral degrass16-.18
Sulphonated tallow, 75%12
Sulphonated tallow, 50%10
Sponging compound125
Split oil14
Sulphonated sperm, 25% water21
Petroleum Oils, 260 seconds viscosity.....	.14
Petroleum Oils, 150 seconds viscosity.....	.13
Petroleum Oils, 100 seconds viscosity.....	.11 $\frac{1}{2}$

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SUEDE SPLITS

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PEABODY, MASS.

TANNERS



EASTERN TANNERIES LIMITED, CAWNPORE (INDIA)

Manufacturers of

SOLE, HARNESS AND CHROME LEATHER

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FORMULAS

"LET LINCO PRODUCTS
HELP YOU MAKE BETTER
LEATHERS AT LOWER COST"

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SON
INC.**

**COUDERSPORT
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LEATHER FILLERS
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LEATHER COMPANY**
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DEATHS

Louis J. Shoemaker

... 64, president of A. B. Ziegler Co., Inc., Philadelphia manufacturers of shoe bindings, died recently while in Tucson, Arizona. He was formerly a district representative of the shoe fabrics division of the Pepperell Mfg. Co. for many years. His wife, Sylvia; two sons, George and John Shoemaker; a sister and two brothers survive.

Walter T. Dages

... 80, engineer for American Oak Leather Co., Cincinnati, O., for 52 years before his retirement seven years ago, died March 30 at his home in Buechel, Ky. Survivors are two daughters, a son, a sister and five grandchildren.

Caleb J. Brinton, Sr.

... 86, retired Philadelphia leather merchant, died recently in Bethayres, Pa. Surviving are two sons, Caleb J. Jr., and Elmer R.; and a daughter, Mrs. Ralph P. Willis.

W. J. Taylor

... 72, retired president of Taylor Belting Co., Indianapolis, Ind., died April 2 at his home in Indianapolis. A former assistant corporation counsel for the City of Indianapolis, Taylor bought the Taylor Belting Co. in 1904 and served as head of the firm until forced to retire because of illness. He was a graduate of Harvard University in 1899 and received a law degree in 1901 from Indiana Law School. His widow, Ethel; a daughter, Mrs. Martha T. Madden; and four granddaughters survive.

Mrs. Anna L. Suhre

... 78, widow of William R. Suhre, president of the former Rudolph Suhre Sons Co., Cincinnati, O., tanners, died March 30 in Good Samaritan Hospital, Cincinnati. A son, Rudolph W. Suhre, Cincinnati real estate broker, is the only survivor.

Ebenezer G. Young

... 87, retired Lynn and Salem, Mass. leather manufacturer and prominent Boston yachtsman, died recently at his home in Swampscott, Mass. after a brief illness. During his life he won more than 50 cups and awards in Atlantic sailing competition. He operated leather manufacturing plants in Lynn and Salem until his retirement 15 years ago. He leaves his wife, Ethel, and several nieces and nephews.

Lawrence J. Griffin

... government shoe inspector, died April 9 at his home in Brockton, Mass., after a lingering illness. Griffin was well-known in the shoe industry and was formerly a shoe cutter in Brockton. Survivors are his wife, five children, two sisters, a brother, and several grandchildren.

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in Leather Specialties, too!**

For belts, sandals, bridle reins, saddles, saddle bags, etc., look to Laub for the best in quality leather.

Strap Sides and Backs
(Russet and colors)

Skirting Sides and Backs

Natural Tooling Strap Sides and Backs

Russet and Colored Strap Bellies

Double Waistbelt Shoulders
(Russet and colors)

Steer Harness Leather Sides
(Russet and black)

Stag Harness Leather Backs
(Russet and black)

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GREATER NEW YORK: Thomas Leather Co.
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CHICAGO: Tiedemann Leather Co.
LOS ANGELES - SAN FRANCISCO: Russ White Co.

THE INDUSTRY'S GUIDE BOOK ON TANNING

TANNING PROCESSES, by August C. Orthmann, international leather authority. This 414-page technical classic includes the newest of practical information in the industry. Price \$12.50. Hide and Leather Publishing Co., 300 W. Adams St., Chicago 6, Ill.

HIDES and SKINS

Little change in "Big Four" market. All rawstock markets have easier tone. Trading moderate. Small packer and country markets quiet. Calf and kip inactive.

Packer Hides

The principal selections in trading this week have been light cows, heavy cows, and native steers. Volume of trading amounted to only 30,400 hides from large packers with the Association contributing about 2,400 hides.

Native steers consisted mostly of heavies, prices varying between 18½¢ f.o.b. St. Paul for March hides to 18¢ Chicago for March salting. Prices were considered about steady, with 4,000 April salting bringing a slight premium. Light native steers, about 3,000 of them, sold at 23¢ for Chicago and Riverpoint take-off, Chicago basis. A small mixed pack of Cleveland native steers sold at 19½¢, f.o.b. shipping point, for current salting.

Heavy cows quite active, about 8,800 selling at 18½¢ Chicago basis for Riverpoint and Chicago hides, and 19 3/8¢ Chicago basis for light grubbing St. Paul and Albert Lea hides. Light cows sold at 25¢ f.o.b. St. Louis, and 24½¢ f.o.b. St. Paul. Total business amounted to 8,000 hides by the "Big Four" sellers and 2,400 April hides by the Association at 24½¢.

A few bulls sold at 15 3/8¢ f.o.b. St. Paul, about ¼ higher than last business, but these hides were all natives, from a premium point, considered about steady.

Small Packer Hides

It is possible to hear most any kind of quotation in the small packer market, so to speak, as levels from 16 to 27¢ selected have been talked around at various times. However, the quality of the hides involved are widely different. The 16¢ hides are extremely heavy and the 27¢ hides are very light Southwestern production. On the average, however, these prices are not truly representative.

The market for small packer hides seems to center around 18 to 19¢ selected for the averages around 48 to 50 lbs., perhaps up to 51 lbs. of good quality. Heavier hides are quoted down to 17¢ selected. Lighter hides, some Midwestern lots around 42 to 44 lbs. are figured up to 21 and 22¢ selected, in car lots, for all-weight native steers and cows. Southwestern light average hides, around 40 to 42 lbs. average have brought up to 25¢ selected.

Packer Calfskins

Packer calfskins seem a little slow. There has been an offering in this market by one seller, asking 1½¢ higher, but response has been slow. In fact, a firm bid has not even been entered.

Packer Midwestern production new trim skins are unchanged at 68½¢ for Northern heavies, 9½ to 15 lbs., and

63½¢ for skins under 9½ lbs. Packer Riverpoint production is quoted at 58½¢ for heavies and 53½¢ for lights.

Packer New York trim skins are quoted at \$3.60 for 3 to 4s, \$4.10 for 4 to 5s, \$4.60 for 5 to 7s, \$5.50 for 7 to 9s, and \$8.25 for 9 to 12s.

Big packer slunk is quoted at \$3.25, based on last business.

Packer Kipskins

Kipskins are quiet. Local sellers have not offered much, principally because of the lack of material to offer.

Quotations are unchanged for packer new trim Northern production native kipskins at 47¢ with Riverpoints at 45¢. Northern overweights are quoted at 43¢ to 45¢. Brands in every case are 2½¢ less.

New York trim kipskins are quoted at \$9.25 nominal for 12 to 17s, and \$9.50 for 17s and up.

Country Hides

The country hide market is as confused as other markets. Price ideas are largely unchanged from last week, although some of the best quality lots have been known to bring extremely good prices.

Country allweight hides around 48/50 lb. average are 15 to 16¢ flat trimmed, most sources agree, with lighter hides quotable up to 18¢ flat trimmed for car load lots. Very little is going on because of the uncertainty of the market condition. Some desirable lots are picked up because upper leather tanners are still interested in good quality merchandise.

Country Calfskins

This market is absolutely quiet. Sellers have quite a bit to offer but find no interest. Buyers are showing little enough

interest in the big packer market, let alone the outside production of country and city skins. There is no demand for skins and the situation seems to have gone beyond the stage of sellers trying to push the sale of this material.

City untrimmed allweight calfskins are quoted at 35¢ nominal, while country untrimmed allweights are figured at 25 to 26¢ nominal.

New York trimmed collector calfskins are quoted at \$3.25 for 3 to 4s, \$3.75 for 4 to 5s, \$4.00 asked for 5 to 7s, \$4.80 for 7 to 9s, and \$7.30 for 9 to 12s.

Country Kipskins

The condition of the country kipskin market is dull. Buyers are not showing interest in skins, particularly these poorer quality country and city skins, so with a lack of interest, there is no talk.

City untrimmed kipskins are quoted at 25¢ nominal, while country untrimmed kipskins are figured at 21¢ nominal.

New York trimmed collector kipskins are quoted at \$8.40 for 12 to 17s and \$8.75 nominal for 17s and up.

Wool Pelts

Pelts are quiet in most sections, although a local seller has moved several cars of mixed shearlings at \$2.85 for No. 1s, \$2.10 for No. 2s, \$1.60 for No. 3s, and 95¢ for No. 4s. A few fall clips sold at \$3.10. These pelts were all big packer production, best quality. Lesser quality lines fail to bring premiums. Smaller packers claim nothing like big packer prices is available for their production, and that interest is also slim in spite of small receipts, which would indicate a very selective interest. Interior pelts are quiet with packers finished selling for the month, except for one who has held off until last week. Offerings were said to be small, prices unquoted, although it was indicated that probably slightly lower than last prices was obtained. Pacific Coast sources claim that \$2.25 is the market for Northern California pelts, although \$2.50 is obtained for some of

QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Native steers	18 -23	18 -19	-18½	24½-25
Ex. light native steers	29	29	28½	29
Light native cows	24½-25	24 -24½	23½-24	27 -28½
Heavy native cows	18 -18½	18 -18½	18½-19	25 -25½
Native bulls	15½	15½	16	16
Heavy Texas steers	17½	17½	18½	24
Light Texas steers	18½	18½	19½	24
Ex. light Texas steers	24	24	25	25
Butt branded steers	17½	17½	18½	24
Colorado steers	17	17	18	23½
Branded cows	18½	18½	19	26 -26½
Branded bulls	14½	14½	15	15
Packer calfskins	53½-68½*	53½-68½*	52½-62½	47 -60
Chicago city calfskins	35	35	35	39
Packer kipskins	47	47	39½	37½-
Chicago city kipskins	25	25	25	23

*New trim basis.

HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Apr. 13	Close Apr. 6	High For Week	Low For Week	Net Change
June	20.60B	20.26	20.90	20.20	+34
September	20.30	19.82B	20.65	19.80	+48
December	19.85B	19.45B	20.24	19.50	+40
March	19.30B	18.70B			+60

Total sales, 250 lots

the production around Los Angeles, all per cwt. liveweight basis. Runs are not particularly large in the Valley.

Horsehides

The horsehide situation is unchanged. Trimmed hides around 60 lbs. are quoted in a range of \$8.00 to \$8.50, with 70 lb. hides figured at \$8.50 to \$9.00, depending upon quality, for mixed slaughterer and renderer hides. Untrimmed hides, according to weights, are figured about 75c more. Horse fronts are quiet, with levels figured around \$5.75 to \$6.00. Butts, basis 22 inches and up, are quotable around \$3.25, f.o.b. shipping points.

Pickled Skins

Lack of demand continues to force the market on pickled skins lower. Prices, although still quoted around \$9.00 by some, are down to about \$8.00 per dozen in other opinions, for big packer production. Even less is obtainable for smaller packer production.

Dry Sheepskins

There has been little change in Fulton County. Most operators are on the sidelines and when asked for a basis for trading, quote extremely low levels as their ideas for business at the present time, while there have been indications that certain shippers are willing to make concessions, most sellers' ideas are still above the views by buyers here.

Some buying has developed, in a limited way, in Australian wool pulling skins following recent declines at origin. Trading, however, is restricted to one puller, who has been willing to go along, when the price is right, on various lots of foreign skins. In general though, there is little interest and other pullers are either out entirely on foreign skins or else have ideas, which, even at the declines, do not result in business.

Mixed reports are heard regarding the hair sheep markets. Some quarters state that shippers at primary points are firm as England has again resumed buying as well as Italy and other operators on the Continent. Others, however, state that there has been a slowing up in European demand and some shippers show more inclination to reduce prices though, as yet, not enough to interest buyers here. Brazil cabretas are lower and it was reported that sales have been made of Ceara regulars at \$15.25-15.50, basis manufacturers, with further offerings noted at these levels. Cape gloves continue to be held at 125 shillings basis primes, which buyers here will not meet. Addis-Ababa slaughterers continue to be held at \$13-13.50 per dozen. England said to be paying 85 shillings. No offerings of Nigerians or dry salted Sudans and while more offerings noted of Mochas, business has been rather difficult to consummate.

Little change in the shearing situation. Very few offerings coming in from the Cape, especially of shorts, as shippers have relatively few skins. There are still longs available but at the asking prices, buyers have shown relatively little interest. Sellers ask 31-31½d. for longs and 21d. for shorts, which Europe has paid. There has been some trading lately in

Chilean shearlings with one frigorifico's production having moved at 43-44c c.&f. Buying generally by Canada and Europe, who are willing to meet sellers' prices.

Reptiles

There is an easier tone to the market with buyers operating sparingly and then only at reductions. Some operators state that they are only making "token purchases". There has been little change in the Brazil situation. Most shippers continue to ask 27-28c for 20/60/20 back cut tejus and 30c for 75/25, f.o.b. Buyers ideas are lower and there was a report that some business was consummated in the latter assortment at 28c f.o.b. Buyers claim that if there were good shippers at origin, they would be willing to meet the prices asked but there are not many good shippers at the present and that has been holding up business. Giboias are nominal at \$1.00 f.o.b. asked. There has been a slowing up in activity in Argentine skins as native tanners have been paying much higher prices than U.S. buyers.

Last sales of back cut lizards, ¼ each, 25 centimeters and up at 52c with further offerings at 53-55c while fair sized quantities of 20/25 centimeters sold at 24c and offerings rather restricted. Quota of 750,000 skins said to be going quickly. Ampalaguas are quoted \$1.55-1.65 with some negotiations said to be pending at the inside for 35/45/20 assortment.

There are sizable offerings of water snakes and pythons but very little interest here. India market is easier and following sales of Madras bark tanned whip snakes, 4 inches up, averaging 4½ inches, 70/30 selection at 95c, further offerings only drew bids of 90c with some even not returning any bids. For 80/20 selection, shippers still ask \$1.00-1.05, which buyers figure too high. Cobras nominal at 65c asked. There is interest in spot lots of Siam aers and choyures with few available. Some business for shipment in aers at from 13-20c, for 8 inches and up, prices varying as to average weights and from shipper to shipper. Buyers also specify minimum length 30/32 inches. Choyures have sold at from 40-43c for 8 inches and up with 26-28c asked for 6/8 inches.

Deerskins—Pigskins

Fulton County reports little interest evident and buyers are talking lower prices. Some mfrs. say that unless they start getting orders within the next few weeks, it will be difficult for them to anticipate their next season's requirements. Others feel that orders will come but it may be late summer before real business develops. In the meantime, rawstock markets are easing and while some shippers at origin still have high ideas, others are making offerings at reductions. Some talk in the trade that previous commitments have been shipped and now that sellers are beginning to accumulate some skins, they are showing more anxiety to trade and are willing to make concessions. Brazil 'jacks' are sold at 62c f.o.b. and more offered but buyers ideas lower now. Manaos grey peccaries sold at \$2.00 f.o.b. and even less, in a small way, with buyers now bidding \$1.90 f.o.b. Spot lots and skins afloat command better prices than later delivery. Chaco carpin-

chos are held at \$2.30-2.35 c.&f., but buyers show little interest.

Goatskins

Tanners continue to seek lower prices and, while the trend is downward, there is not enough reduction in values to stimulate any large movement of goat-skins. So long as the price situation continues easy, there is little likelihood of any large buying interest. It is reported that European buyers have also eased their purchasing at markets of origin.

Offerings of 1200 lb. Amritsar skins are made at \$12.00 per dozen c.&f. but buyers have ideas well below that figure. Offerings of Southern India 1.70-1.80 lb. skins are made at \$11.25 per dozen for Khari salt cured Coconadas c.&f. with some said to be available at 25c less.

Last sales of Batis took place at \$16.00 to \$16.25 per dozen c.&f. with buyers talking 25 to 50c higher. Most selections are not being offered in any quantity.

East Indies

Amritsars (1,200 lbs.)	12.00
Patnas	10.20
Cawnpore and Lucknows	8.50
Mozafferpore	Nominal
Dinapore	Nominal
Calcutta Killa	Nominal
Coconadas	11.50-12.25
Decans	11.50-12.25
Kristans	Nominal

Chinas

Seechuans	1.10-1.15
Hankows	93-95
Chowching	Nominal

Africans

Casablanca and Marakesh	Nominal
Algiers	Nominal
Nigerians	1.45-1.48
Mombassas	13.25-14.00
Marakesh	Nominal
West Province (ex. It.)	52
Port Elizabeth (ex. It.)	50

Mochas

Berberahs (shipment)	13.50-14.00
Hobedihs (shipment)	13.50
Bati	16.00-16.25
Addis-Ababa	12.50-13.50

Latin Americas

Mantanzas, etc. (flat) f.o.b.	60-63
Oaxaca, f.o.b.	Nominal
Barquistmetos	54-55
Coros	54-55
Maracibos	Nominal
La Guayras	Nominal
Rio Hache	Nominal
Bogotas	Nominal
Jamaicas	1.05
Haitians	71-73
Santo Domingos	57-58
Brazil (Cereas)	1.35
Pernambucos	1.35
Bahias	Nominal
Cordovas (8 kilos average)	Nominal
Pampas	Nominal
Paytas	69-70
Peruvians	Nominal

● Merit Shoe Co., Inc., was recently incorporated under Wisconsin laws to operate at New Holstein. Officers are Herbert Quast, president-treasurer; Louis Erbe, vice president; and William Scholz, secretary.

● The new International Shoe Co. plant at Houston will be officially dedicated on April 29-30 during which a banquet and other ceremonies will be held by company and town officials. The general public will be invited to take part and inspect the plant.

● Frank Harlow, Inc., footwear manufacturer of Los Angeles, is reported in the process of liquidation.

WANT ADS

ADVERTISING RATES

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situation Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Wednesday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.

300 W. Adams St.

Chicago 6

Special Notices

Articles For Sale

FOR SALE: 2 Allied Shoe Machines, one pair Sole Layer Presses complete with compressors. Also 2 Model "K" Landis Stitchers, complete with motor brackets. All equipment in first class condition.

Nashua Slipper Corp.,
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Sales Agency Wanted

NEW YORK SALES AGENCY WANTED:
Leading line of luggage cowhide leathers.

Address D-13,
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LAST REPAIRING

Why buy new lasts? We can repair your old lasts with our special patented method of last repair. Shoe factories across the country save thousands of dollars yearly by sending their lasts to us for repairs. Write for information.

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SUITABLE FOR ALL Automotive, Industrial and Domestic purposes, in Full Skins and Cut Squares.

Lowest Prices—Prompt Delivery

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Domestic Florida Crocodiles

TANNER WANTS OFFERS in Wet salted domestic Florida Crocodiles.

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Job Lot Shoes Wanted

WANTED TO BUY—
Women's shoes in job lots,
close outs and
factory damaged shoes.

Write P. O. Box 89,
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Sales Agent Wanted

TO REPRESENT Mid Western cutting die manufacturer in the Milwaukee area. Shoe pattern experience preferred.

Address D-3,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Sales Agent Wanted

TO REPRESENT Mid Western cutting die manufacturer in the Chicago area. Shoe pattern experience preferred.

Address D-4,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Wanted to Buy

One
Oiling Off Machine
One
Setting Out 5
Table Machine

Address D-8
c/o Leather and Shoes,
300 W. Adams St., Chicago 6, Ill.

Help Wanted

Tannery Manager

WANTED: Experienced Sole Leather Manager, capable of supervising production of 1000 hides per day. Do not reply unless your record will stand closest scrutiny. Address D-11, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Superintendent

WANTED: Superintendent for Canadian tannery, capacity two thousand sides a day, chrome tannage, elk and sides. All new equipment latest design. Must have experience with pasted leather. Salary and profits sharing. Address D-10, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Salesman

TWO SALESMEN WANTED: One to travel Ohio and Western Pennsylvania; one to travel Wisconsin. To demonstrate complete line of shoe finishes and cements manufactured by large producer located in Midwest. Man with experience in shoe manufacturing processes highly desirable. Number of established, active accounts go with these territories. Guaranteed income, salary, commission and traveling expenses. Address D-12, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Tanner

WANTED: Experienced Tanner, Mechanical, Hydraulic, and Industrial Leathers, Chrome and Combination Tanned. Write full qualifications.

Address C-11,
c/o Leather and Shoes,
300 W. Adams St., Chicago 6, Ill.

Situations Wanted

Salesman

SALESMAN with proven ability. 25 years following among ladies' shoes, playshoes, slippers and stitchdowns. Long experience in leather, textile, and backing. Metropolitan N. Y., N. J., and Phila. section of Pa. Employed at present with large firm. Address D-5, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

Upper Leather Salesman

AVAILABLE beginning May 1. Fifteen years experience. Has large New England following. Prefers New England territory, but willing to go anywhere.

Address D-9,
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Skilled
artisans in
contract
finishing.

LEATHER & FINISHING COMPANY, Inc.
PEABODY, MASSACHUSETTS

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Dyes—Chemicals—Extracts

Bichromates—Oils—Waxes

Greases—Residues

By-Products—Wastes

CHEMICAL SERVICE CORP.

80 Beaver St., New York 5, N. Y.

NEWS

(Continued from page 14)

were thus affected. He reported that the backlog in unfinished orders is decreasing. Graton & Knight has other subsidiaries in London, England, and Sherbrooke, Canada.

All officers and directors were re-elected at the meeting.

Craddock-Terry To Close for Week

Craddock-Terry Shoe Corp., Lynchburg, Va., will close all of its plants for one week beginning April 25, according to an announcement by president Charles G. Craddock.

The company president said that the week's work stoppage is in line with a slackening off in the shoe business and will replace the usual July 4 vacation. He explained that the closing will permit the plants in Lynchburg and Farmville to operate at full capacity in July when fall shoes are in production.

Employees of the company with six months' service will receive their first week's vacation during the April closing. All others will receive it during the second vacation period in Nov.

Pratt Institute Honors Arthur Goetz

Arthur Goetz, director of the School of Tanning and Leather Technology of the Pratt Institute, has been made an associate member of the Chemical Alumni of the school.

Rolf Quarck and H. S. Ritter have been elected honorary members in token of appreciation of the alumni group, for their work in organizing and financing the tanning course.

General Shoe Names Payne Marginal Cost Coordinator

General Shoe Corp., Nashville, Tenn., has named Dave Payne, pattern and styling executive, as director of its newly-created Marginal Cost Creating Dept., the firm announced this week. The new department was formed to coordinate cost problems with styling, selling, purchasing and manufacturing cost conditions.

Payne's major function as director of the department will be to balance shoe requirements with selling prices through constant study of material and labor specifications. An executive with General Shoe Corp. since

1945, he has served as director of the men's and boys' style departments, and most recently was assistant director of central design, responsible for men's and boys' styles, juvenile styles, the women's pattern department, the model plant and pattern making department.

In his new department, Payne will report directly to president Henry W. Boyd, Jr., who announced that C. W. Butler, Sr., will continue as general consultant and J. C. Seay, Jr., will be transferred from the design department to the new department as a supervisor on cost coordination.

N. Y. Manufacturers Elect 1949 Officers

Morgan Grossman, of Grossman's Shoes was elected chairman of the Board of the New York Shoe Manufacturers Board of Trade, Inc., at an annual meeting held this week at the Hotel McAlpin, New York.

Monroe Geller, of Andrew Geller was elected president; Edward Wolf, 1st vice president; Charles Fox, 2nd vice president; Ralph Abrams, secretary; John Jerro, treasurer; and Joseph Starr, assistant treasurer.

Directors named at the meeting are: Jerome Altshul, David S. Cohen, Howard Fox, Morgan Grossman, Benjamin Schwartz, William Weinbrodt, John Marino, and Frank Cardone. All officers are likewise members of the board.

Feb. Mfrs. Sales Show Seasonal Decline

Manufacturers' sales of non-durable goods in Feb. totaled \$9.4 billion, a decline of approximately \$300 million from Jan. sales totals, according to the Office of Business Economics, Dept. of Commerce. About two-thirds of the decline was due to seasonal factors, the OBE reports.

The OBE said that total manufacturers' sales during the month totaled \$16.2 billion, somewhat under Jan. levels. Sales were lower primarily because of the shorter work-month, although the total decline of \$450 million was larger than could be accounted for on the basis of seasonal factors alone. The textile and apparel industries made somewhat better than seasonal showings.

For all manufacturing, the end-of-the-month value of inventories was estimated at \$32 billion, fractionally under the Jan. level. Non-durable goods industries decreased the value of their industries slightly to \$16.3 billion but inventory changes as a whole were small.

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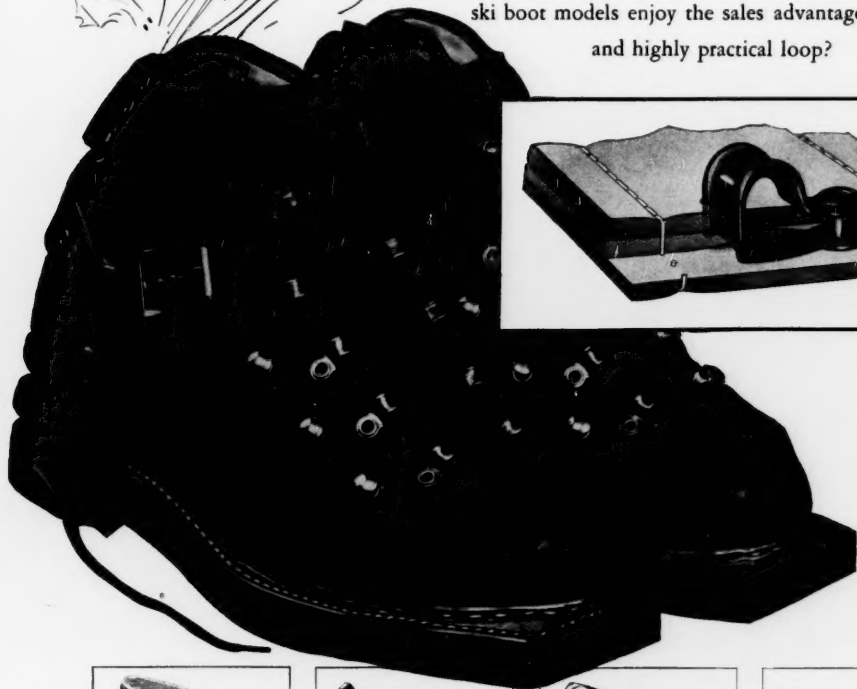
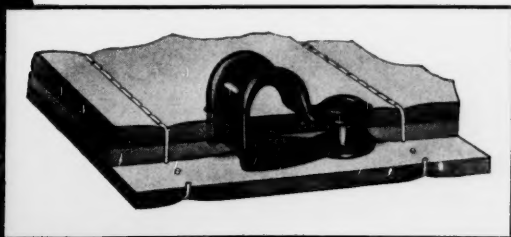
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No fumbling with frozen fingers . . . no tedious lacing and unlacing when rugged **U.S.C. SKI BOOT LOOPS** are a feature of your ski boots! Laces slip through loops freely, and feet remain dry because no holes pierce the upper to invite in snow and moisture. Minimum friction at the loop adds to lace life, too. Will your next season's ski boot models enjoy the sales advantage of this strong and highly practical loop?

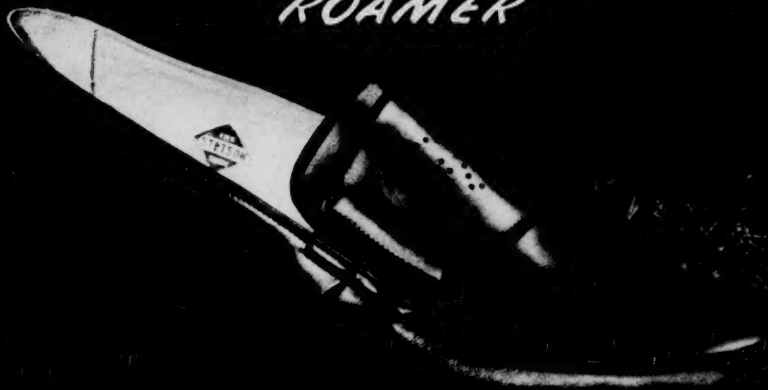


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BOSTON, MASSACHUSETTS

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